

**Localism and Independence at**  
**Infinity Radio Stations Executive Summary**

Infinity's radio stations fully satisfy the Commission's broadcast localism goals by supplying programming that is responsive to the needs and interests of their communities, and by being active and responsible members of those communities through their extensive sponsorship and support of, and involvement in, a wide variety of community events and causes.

First, Infinity stations broadcast many local, unsigned and independent label musical artists. From talent competitions to live in-studio performances to station-produced concert events, Infinity showcases local artists, providing valuable exposure for the artists and a diverse listening experience for the community.

Second, Infinity is an active and leading participant in community activities and charitable causes. The stations' commitment to their communities is highlighted in the many job fairs, health fairs, charity auctions, fundraisers, school supply drives, blood drives and benefit concerts that the stations participate in or sponsor on a regular basis.

Third, Infinity stations make independent programming decisions at the local level to address the particular needs of their communities. Stations engage in an ongoing dialogue with leaders and members of their communities beyond minimal ascertainment standards to select programming responsive to their listeners' needs and interests.

Fourth, Infinity stations provide full coverage of local and national news, and are relied upon by their local communities as sources of up-to-date and vital

information concerning local, regional and national emergencies. Infinity stations interrupt regular programming to provide EAS and AMBER Alerts, severe weather bulletins and urgent news to the stations' listeners.

Fifth, Infinity stations regularly facilitate active and meaningful civic and political discourse. Stations devote substantial amounts of airtime to local and national candidate debates and political analysis, and put a special emphasis on voter registration this election season.

As demonstrated by the summary of Infinity's programming and community service efforts attached hereto, radio broadcasters are achieving the Commission's broadcast localism goals by being responsive to and serving their local communities.

**LOCALISM AND INDEPENDENCE AT  
INFINITY RADIO STATIONS:**

**THE MANY WAYS WE SERVE OUR  
COMMUNITIES**

**INFORMATION AS OF**  
**NOVEMBER 1, 2004**

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## **LOCAL AND INDEPENDENT MUSIC:**

### **Infinity Stations Air Local, Unsigned and Independent Label Artists**

#### ***Atlanta***

##### **WVEE**

WVEE has a weekly Music Call-in and Music Day where local artists can bring their music in and have it heard by the music director.

WVEE plays and interviews local artists Monday through Friday during “Artist Hour” in the 7:00 pm hour. Outside of playing mainstream R&B and Hip Hop music, V-103 has a Gospel show and an Old School show on Sundays to appeal to our religious and/or older listeners.

Local Atlanta artists that appeared and had their music played on WVEE before going on to become national recording artists include the following: Monica, Outkast, Usher, 112, Jagged Edge, Ludacris, Jarvis, Rasheeda and Lloyd.

WVEE also helped launch new hip-hop artist Bone Crusher’s career by airing his single “Never Scared” as the “Atlanta Pick of the Week.”

##### **WAOK**

WAOK, while not a music station, conducts interviews with local musical artists from time to time.

#### ***Austin***

##### **Cluster**

Both of Infinity Austin's FM stations play music by local artists. The majority of the local artists are unsigned or are signed to small, local independent labels. The stations also promote the local artists by having them perform as opening acts at concerts produced or sponsored by Infinity Austin stations.

##### **KAMX**

KAMX-FM's "JB and Sandy Morning Show" features local artists and plays samples of their music every month. Local artists that have appeared on KAMX for interviews during the last 6 months include Bob Schneider of Austin, Monte Montgomery of Austin, Pat Green of Waco. The interviews inform listeners as to where they can purchase CDs or attend performances.

KAMX periodically invites local artists to play at its locally produced concerts. MIX Fest 2004 in October featured Wideawake, and unsigned band from Austin. As part of the promotion for the concert, KAMX provided airtime for Wideawake's new, unreleased song.

In the 4th Quarter of 2004, KAMX is supporting The Miracle Foundation, which is an Austin organization that recruits sponsors for orphans in India. One of the main fundraisers for the Foundation is a CD featuring Austin artists performing Christmas songs. The CD will be sold at local Austin retailers. KAMX will provide the local artists will opportunities to appear on KAMX for interviews, conduct live performances, and will air cuts from the CD on the station.

### **KKMJ**

KKMJ-FM airs "The Majic of Austin Music Show" every Sunday night. This is a two hour music program in which 90% of the music is by local artists both unsigned and on small, independent local record labels. For example, on a recent program local singer Ashley Culler visited the station to give a live performance.

KKMJ-FM also features numerous local artists during the "Majic of Christmas" program, where for over a month KKMJ-FM plays only Christmas music. Many cuts are from local artists and groups, while some are from local church choirs.

### **KQBT**

KQBT-FM consistently airs music from small labels. For example, KQBT recently gave airplay to new artist Baby Bash, before Baby Bash was signed to Universal records. In addition, one local artist or group is featured every Sunday night during the "BEAT HOT 20 COUNTDOWN".

KQBT also books up-and-coming local and independent artists to perform before opening acts at KQBT-FM concerts.

## ***Baltimore***

### **WQSR-FM**

WQSR-FM often features local artists on its morning show, "Rouse & Company." These performances range from local and regional choral groups to featured performances by local, unsigned artists like Baltimore's Mob Town 5. WQSR-FM has also featured artists signed to independent labels as introductory acts for other, major-label artists at station-sponsored concerts.

### **WLIF-FM**

WLIF-FM features local and unsigned artists as introductory acts for station concerts, which were held on a monthly basis during the summer of 2004. Station events such as Kidsfest and The Taste of Baltimore featured unsigned local artists including choral groups and children's entertainment such as magicians and child education\_entertainers from the Baltimore area.

On Sundays, during 2003-2004, WLIF-FM had a Sunday Jazz Brunch hosted by a local musician. The show featured jazz from local and national acts.

### **WWMX-FM**

WWMX-FM often features local artists on its morning show, "Jo Jo & Kenny." These performances range from local and regional choral groups to featured performances in an "up close" out-of-studio environment. Mix has supported numerous local artists such as O.A.R, Plunge, IKE, Shaunna Bolton and many more. WWMX-FM has also featured artists signed to independent labels as introductory acts for other, major-label artists at semi-annual concerts.

### **WXYV-FM**

WXYV-FM's usual menu of talk programming is an unusual but fruitful haven for local, unsigned and independent label artists. Each week, the "Out to Lunch" program features live performances by local, unsigned artists. The program's duration is one hour, but often extends an additional half-hour, based upon listener reaction to, and input about, the performances.

### **WBGR-AM**

WBGR-AM plays a minimum of five percent local music during the music sweeps evaluated on a weekly basis. Radio interviews are granted to local artists to discuss their recordings and recent appearances.

### **WBMD-AM**

WBMD-AM is a daytime Christian station featuring preaching and teaching ministries. Its "Sound of Gospel" Music segments feature Southern Gospel music and routinely spotlights the work of local artists.

## ***Boston***

### **WBCN-FM**

WBCN began playing independent/small label music at its inception in 1968 and continues to do so. WBCN airs the Transplants (Hellcat), Interpol (Matador), and Hot Hot Heat (Sub Pop). Other bands that WBCN plays, which are not on labels that are part of the “big five” include Creed (Wind-Up), Moby (V2), and the White Stripes (V2).

WBCN’s weekly new music show on Sunday nights, “Nocturnal Emissions,” features two hours of brand new music with over 90% from small or independent labels. This show has been in existence since the late seventies. “Nocturnal Emissions” is followed by a two hour program, “Boston Emissions,” which features new Boston music selected from tapes, records and discs. A number of the selected bands do not even have local record labels.

WBCN also features a “Local Band of the Month,” which the station features on air and on its website. The station website provides exposure for the local artist by providing an opportunity for listeners to listen to a song from the artist any time, posting a biography of the artist, and posting a link to the artist’s web site for more information. The station also features a “Local Song of the Week” and an “Indie Song of the Week” on air and on its website.

WBCN has sponsored an annual Battle of the Bands called the “WBCN Rock ‘n’ Roll Rumble” for the past 24 years. The Rock ‘n’ Roll Rumble displays the talents of 24 local bands over nine nights at a local venue. To participate in the Rock ‘n’ Rumble a band cannot have a major label deal.

WBCN has a long history of playing bands and artists on labels large and small. This past year alone it played bands in rotation on such labels as Extasy, TVT, Volcano, Vagrant, Ultimatum, Roadrunner, Side One Dummy, Matador, BWR, Kinetic, Palm Pictures, Epitaph and Artist Direct among others.

### **WBMX**

WBMX has made local New England music a part of its musical equation. First and foremost, WBMX plays a number of local acts in active rotation; Dedham & Hull natives *Vertical Horizon*, Augusta Maine’s *Howie Day*, Norwell product *Susan Tedeschi*, and Somerville’s own *Guster* are some of the local acts who have received considerable airplay on WBMX.

WBMX is also willing to take completely unknown local acts and feature them in regular programming. One example was *Plural*, the brainchild of local club dancer *Nayoko*, who’s single “Crazy Talk” was given over 50 spins despite a lack of any formal record contract.

The station has also done some specialty programming geared toward local music. For example, in February 2003, WBMX held a contest for local acts to win the opening slot at a club performance for national recording act Sixpence None The Richer. The station received hundreds of tapes from all over the region. The station featured some of the submitted tracks during the week before announcing a winner. The winning entry came from a regional performer named *Pete Kilpatrick*, who not only opened the show, but also played live on the station's "Mix Morning Show."

The station also includes local musicians in its special events. *Vertical Horizon* opened Mixfest, *Howie Day* played in the December 2003 Holiday Hoedown and *Susan Tedeschi* played the 2002 Holiday Hoedown. In addition, the station was a major sponsor of a huge free show at City Hall by *Guster*, which drew over 40,000 Bostonians.

WBMX features local acts in many of its station public appearances, including local favorites *Chad LaMarsh* and *Entrain*. *Dick & Jane*, another local band, played live in the festival area of the station's Mixfest 2002 concert, which also featured local bands *Guster* and *Rubyhorse*.

WBMX's playlist entails a number of bands with small labels, including Tone Cool (Susan Tedeschi), Wind-Up (Evanescence), GreyCliff (Plural), TVT (Default, Pay The Girl), V2 (Katy Rose), Octone (Maroon 5), Aware (John Mayer), Lost Highway (Lucinda Williams), Connoisseur (Brooke), Netzwerk (Luce) and Roadrunner (Theory Of A Deadman).

### **WZLX**

WZLX is active in the local music scene despite its focus on Classic Rock. The station is always interested in helping local musicians. For example, WZLX was very involved in the re-launch of the local favorite "Boston" back in the Spring. The station held a special CD release party, was the first station in the country to play cuts from the new CD, and featured the band at its 18th birthday show. WZLX is the only major station playing a new local CD from Delp and Goudreau on a local label. The station averages 7 to 10 spins per week.

The station's Sunday morning Blues Show is another venue for local music and helps the local blues segment. In the last several months WZLX featured extensively the following local Blues musicians: The Liz Lannon Band, The Fat City Band, and The Chris Fitz Band. In response to listener demand, the station extended the program from two to three hours.

The station also hosts a national radio show out of Boston called "Current Classics", which is hosted by WZLX's mid-day personality, Carter Alan.

The station also helps develop new local artists. Every year the station solicits tapes and CDs from local talent without contracts. The local talent compete for the chance to be in the "Rock N Roll Fantasy Camp.". The Camp provides small group instruction from

celebrity musicians, demo and video production, networking opportunities with successful musicians and top industry executives and more. The competition also gives the station the opportunity to play material from "unknown" local artists to which it would otherwise have been unexposed.

## ***Buffalo***

### **WBUF**

WBUF has played songs from smaller independent labels and local artists with no label representation at all. The station supports local musicians by having them play at station events and interviews band members on air. WBUF is developing a weekend show to highlight local bands, artists, and songwriters.

WBUF is the exclusive station promoting a yearly concert with all local bands called "Rock The Halls." In 2003, the station held two "Rock the Halls" concerts, both benefiting charitable organizations and both featuring exclusively local bands such as SuperPimP, Veil, Critical Bill, and Displaced.

### **WBLK**

In mid-2003, the station started a nightly feature called the "B-Low Underground" in which the station played many songs from relatively unknown local artists. The "B-Low Underground" gives local artists a chance to have their music played in conjunction with the national acts aired on the station.

Each weeknight at 8, WBLK spins a song from one local artist and asks the audience to call in and vote on whether they like the song or not. If the listeners vote that they like the song, it is placed in a special category and may be played at a later date in regular rotation on the night show. The station partnered with Def Jam Records a couple of months ago and awarded one of the local winners an opportunity to be added to a national compilation CD distributed by Def Jam Records titled "Rep Yo City!"

Each Sunday morning, WBLK features a number of local church broadcasts and programming featuring some of the community's top ministers and churches.

### **WJYE**

WJYE has incorporated local unsigned artists, such as Michael Civisca and Terry Buckwald, into station promotions providing them with an opportunity to receive publicity and exposure within the community. WJYE also has a specialty show, which is hosted by local performer Lance Diamond on Saturday nights that highlights "disco and music you can dance to."

## **WYRK**

Every day at Noon and Midnight, WYRK plays the National Anthem and solicits local singers to send in their version for the station to air. The station rotates versions of the National Anthem between those submitted by local artists and those sung by national artists.

WYRK also showcases many local artists and bands at the many festivals in which it participates throughout Western New York. The station has supported these local acts with on air interviews and promos.

In the past the station has participated in “Colgate Country Challenge” and hosted try-outs for “Nashville Star.” Local winners then went on to compete for a recording contract.

## ***Charlotte***

### **WFNZ**

Although a Sports Talk formatted station, WFNZ-AM features 10 local bands during “Panther” home games located at “WFNZ Doghouse”, a station-sponsored free tailgate party before each game.

### **WNKS**

WNKS features local artists during promotional concerts held by the station. For example, during the “Uncle Sam Jam,” local artist New August performed and during the “Grave Diggers Ball,” local artist Kenny Floyd performed.

### **WPEG**

WPEG has a specialty show entitled “Future Flavas” that spotlights local talent and new artists. “Future Flavas” is a weekly one-hour show that has been on the air for about a year. Future, which spotlights local artists, including but not limited to, Inifinique, Low Key, and Supastition. Inifinique has since signed a record deal with Rico Wade of the Dungeon Family, which is based out of Atlanta.

Each week WPEG gets over 20 CDs submitted by up-and-coming artists. The street team listeners review the product each week and select the best 5 which are showcased on air. “Future Flavas” is an important show to up-and-coming artists because it gives them an avenue to reach the station’s listeners and help further their careers.

In addition to “Future Flavas”, WPEG will from time to time showcase local gospel artists on the “Praise and Worship” gospel show heard on WPEG on Sunday mornings

from 6am-11am. "The No Limit Larry Morning" show also features "The Next Big Thing," a feature that highlights local talent at 7:35am on Tuesday morning.

### **WSOC**

WSOC showcases many local musicians at fairs, nightclubs and other outdoor concerts. In addition, WSOC's morning man Jeff Roper worked with the TV show "American Idol" to find the best singers and songwriters in Charlotte. WSOC also hosted the Nashville Star Regional Auditions at a local nightclub.

### **WKQC**

WKQC provides an outlet for many local bands and music artists with its "Center City After Five" Concerts, held every Thursday evening throughout the spring and summer. These concerts are held in the early evenings at Wachovia Plaza in uptown Charlotte, providing a three to eight thousand person audience for local artists.

WKQC also works with numerous local nightclubs and venues throughout the Charlotte area to provide "Open Mike" nights three to four nights a week. The WKQC sponsored "Open Mike" nights provide an opportunity to all local musicians to showcase their talents onstage.

## ***Chicago***

### **WUSN-FM**

WUSN showcases local musicians at fairs, nightclubs and outdoor concerts over the summer. In addition, just this past fall WUSN worked with a TV show "Nashville Star" to find the best singers and songwriters in Chicago. WUSN held four regional events and gave over 400 contestants the opportunity to be its regional winner, who would go on to compete in the national competition to win a record contract.

### **WCKG-FM**

WCKG, as part of its talk format, often has local artists not only interviewed on air, but also performing in the studio. WCKG afternoon drive co-host, Buzz Kilman, does a weekly update on his show of some of the local bands that are performing in the Chicago nightclubs. Buzz Kilman is also a steady performer himself in the local music scene and supports local music as a regular part of his contribution to the "Steve Dahl Show" on WCKG.

### **WXRT-FM**

WXRT has a weekly show featuring the music critics of the Chicago Tribune and Sun-Times. This live, local show discusses the local music scene. It often plays new music from local bands.

In addition, WXRT features a local music show each Sunday night, "Local Anesthetic," which has been on air since 1991. It currently airs weekly on Sunday at 7:30pm. 90% of the labels aired on "Local Anesthetic" are "local" and 80% of artists who receive airplay are unsigned. There is also a short form feature version of the program, "Anesthetic Capsules," which airs six times per week in various P.M. dayparts between Noon and Midnight.

Here is the description from the station's monthly Program Calendar (press release):

*Local Anesthetic* with Richard Milne. Chicago longest-running radio show devoted to local artists and music; offering a weekly overview of the Chicago music community, featuring exclusive interviews and live performances, as well as artist profiles of the area's top musicians and leading cultural figures.

WXRT also airs a weekly show entitled "The Big Beat," which features esoteric music from domestic and international artists rarely heard on American radio. In addition, the station airs a weekly locally produced concert show featuring music recorded at local Chicago venues.

### **WBBM-FM**

WBBM-FM airs music from local or unsigned artists provided to the station from small or independent labels. One example would be the local Chicago group Vi3 that broke out of a club and has now signed with MCA Records.

The station also plays local music and unsigned artists in its weekly mix show that airs on Friday and Saturday nights from 10pm-5am. WBBM-FM plays this music every Monday through Thursday from 10pm to 11pm as well. In addition, WBBM personalities, Eddie and Jobo, sometime feature a local Chicago artist on their morning show between 5am and 10am Monday through Saturday.

WBBM-FM also puts on two of the biggest concerts in Chicago every year in June and October. The station always allows the opportunity for a new or unsigned artist from Chicago to do an opening set on stage.

### ***Cincinnati***

### **WAQZ**

WAQZ airs a show on Sunday nights from 8pm to 10pm called "Miss Sally's Playhouse." This is a "Newest in New Rock" feature that plays small label, indie, and unsigned bands. The station also has two features on its website that promote these bands, the "What's Next" page and the "Miss Sally's Play list" page, which has links to the bands played on the station's show.

## **WGRR**

Although an Oldies station, WGRR always spotlights the local artists it plays and interviews the local artists whose music is subject to re-release.

## **WKRQ**

WKRQ plays the up and coming Cincinnati artists' songs. For example, the station recently played newly emerging local artists Pay the Girl and July for Kings. In addition, the station was an important part of introducing the band Blessid Union of Souls to Cincinnati and to the Country as the CD was first played on WKRQ.

## **WUBE**

WUBE adds independent label musicians into its regular rotation. The station also helps local talent with a local country band contest every year at the Taste of Cincinnati. The winning bands then play at station promotions about a half a dozen times throughout the remainder of the year and have the opportunity to perform in front of Nashville label reps.

## ***Cleveland***

## **WXTM**

In May 2003 the station held a "Battle of the Bands" where local bands submitted music samples to the station to be played on air for listeners to choose which local band was their favorite. The top six bands faced off at as the opening act at "X-Fest 2003," the station's annual concert.

WXTM has two weekend programs that feature a few local bands each week. The shows are "The Punk Show" which airs on Saturdays and "The Metal Show" which airs on Sundays. Both shows are locally produced by station air personalities.

Cleveland MetalFest 2003 was a three-day concert event in July that featured mostly local bands. WXTM ran promos for the event and also gave away tickets.

WXTM regularly partners with Peabodies, a local venue that features local artists. WXTM promotes the shows in its concert calendar and periodically gives tickets away through station contests.

## ***Columbus***

### **WHOK**

WHOK and the USA Network went looking for a “Nashville Star.” WHOK hosted an open call to search for the Columbus market competitor who would move on to the regional finals for “Nashville Star.” 183 contestants competed in the local Nashville Star auditions. The winner of the Columbus competition also performed at K 95.5’s Jingle Bell Jam, which benefited Firefighters for Kids.

WHOK was on-site for the sold-out fund-raising concert, Farm Aid, which included both national and local music acts.

### **WAZU**

WAZU hosted a local rock festival featuring 18 local bands. The event drew around 1500 people from the station’s demo. WAZU was also on-site for the sold-out fund-raising concert, Farm Aid, which included both national and local music acts.

### **WLVQ**

WLVQ hosts the “QFM96 Varsity Club Pump Up Party” after home OSU football games on Saturdays. Each of the six to eight events per year usually draws 10,000 people. Local rock bands play before and after the OSU football games

WLVQ evening jock “Archie” gets updated information from the local club scene and broadcasts a schedule of events twice each night during his show during his “Nightly Entertainment Reports.”

WLVQ hosts a Thursday night after work party called “Party on the Patio” throughout the summer. Local bands perform and the event draws 750-1000 people each week.

## ***Dallas***

### **KOAI FM**

KOAI’s annual Jazz festival gives the stage to many local artists, including Joseph Vincelli, FACES and Joe McBride. The station heavily promotes the artist’s appearance on air and gives their songs airplay exposure.

KOAI is the presenting sponsor for “Smooth Jazz Music in the Atrium” every Thursday evening at the Dallas Museum of Art featuring local smooth jazz artists. KOAI provides on air mentions and website exposure for the featured local talents each week. The station also heavily promotes the artist’s appearance on air and gives their songs airplay exposure.

KOAI is the presenting sponsor for "Smooth Jazz Sunday Brunch" every Sunday afternoon at the Dallas Museum of Art featuring local smooth jazz artists. The station heavily promotes the artist's appearance on air and gives their songs airplay exposure.

KOAI is the presenting sponsor for "Smooth Jazz Fridays" every Friday evening at the Renaissance Worthington Hotel in Fort Worth featuring local smooth jazz artists. The station heavily promotes the artist's appearance on air and gives their songs airplay exposure.

KOAI has also provided "top of page" website exposure for local talents.

## ***Denver***

### **KDJM**

KDJM hosts an annual Battle of the Bands competition among local unsigned bands. The winning band becomes KDJM's "house band" and performs at station events over the next year.

KDJM conducts a ten-week "Search for the Stars" competition for local unsigned singers with the winner receiving a talent review from a major record label.

### **KIMN**

KIMN hosts the Mix 100 VIP concert series, a free concert series in Denver, which features small label acts such as Kina, Jacob Young, and Josh Joplin.

KIMN hosts the Dom & Jane's Free Summer Concert that includes local and unsigned artists such as Josh Allan and Mission 41. This event gives the local and unsigned artists an opportunity to play before a crowd of 5,000 people. The local artist performances are also broadcast on the station.

KIMN hosts the Warm & Fuzzy Christmas broadcast on which local and unsigned artists perform a Christmas music concert. Artists include local bands, soloists, school choirs and dramatists.

### **KXKL**

KXKL provides entertainment, including local bands, at the City of Arvada 4<sup>th</sup> of July celebration.

## ***Detroit***

### **WYCD**

WYCD hosts the annual “Downtown Hoedown” every May. During this three-day music event at least two local music acts perform each day. The event also raises money for the Detroit Recreation Department and is likely the largest free country music festival in the world.

In the last year WYCD has sponsored two national talent searches, Nashville Star and the Colgate Country Showdown. Both events allowed local talent to compete for an opportunity to win prize money and a Nashville recording contract.

WYCD conducted the “Operation Homefront” at Country USA in Westland. Several local country performers played at the benefit. On April 17, 2003, WYCD hosted a benefit for the Selfridge Air National Guard's "Family Readiness Plan". Country USA donated their facilities and three local artists performed for free.

### **WVMV**

WVMV is one of the most listened to Smooth Jazz stations in the country with close to 500,000 people tuning in each week to hear its mix of Smooth vocals and contemporary Jazz instrumentals. The station supports Detroit's rich musical heritage by playing several artist who call Detroit home, including Anita Baker, Aretha Franklin, Smokey Robinson, The Temptations and newcomer, KEM. At least 50% of the music played on the station is from artists on small or independent labels.

WVMV also employs a local jazz musician, Alexander Zonjic (Heads Up), as its morning host. Other artists with Detroit roots are on the station's playlist, including but not limited to Bob James (Warner Brothers), Tim Bowman (Insync), Dave McMurray (Hip Bop), Gene Dunlap (Liquid Records), Kevin Toney (Ichiban), and Earl Klugh (Windham Hill Group).

WVMV is heavily involved with several local Jazz Festivals and hosts its own annual Smooth Jazz Fest each spring. Morning host Alexander Zonjic is the Artistic Director for the Birmingham Jazz Festival, Jazz on the River and River Raisin Jazz Festival. These events book both locally and nationally based jazz acts and have a combined annual attendance of over 70,000 people.

The station is also visible and helps promote various events and festivals throughout the year including The Detroit International Jazz Festival, Michigan TasteFest, Arts, Beats and Eats, and more.

Independent labels and local artists contribute songs each year for the station's Smooth Jazz V98.7 Charity CD. The project is in its 7<sup>th</sup> edition and has raised more than

\$500,000 for various local charities through the sale of over 65,000 compact discs. Local charities that have benefited from the release include The Rainbow Connection, HAVEN, Barbara Ann Karmanos Cancer Institute, and others.

### **WWJ**

WWJ Newsradio 950 produces a weekly e-mail publication called *GreatStuff*, which promotes appearances by local musicians in concert, at festivals, in coffeehouses, and other venues.

WWJ also frequently features the music of local musicians participating in major public events during news coverage of those events. By way of example, on the opening day of the Ford Montreux Jazz Festival each September, WWJ invites local musicians to provide live music in studio in and out of breaks.

### ***Greensboro***

### **Cluster**

WMFR and WSJS, co-sponsor the annual North Carolina Wine Festival designed to promote the state's growing wine industry. The Festival features numerous local music artists.

### ***Hartford***

### **WTIC-FM**

WTIC-FM's Acoustic Café music series consists of the radio station showcasing new and upcoming talent by having them perform live for the radio station audience at a private venue. In addition, WTIC-AM's promotes the talent's music by playing their music on air.

WTIC-FM features local talent on its morning show and at live concerts sponsored by the station.

### **WRCH**

WRCH fills a void for Smooth Jazz in Connecticut and broadcasts 4 hours of Jazz every Sunday morning from 8 till noon. The program has interviews nearly every Sunday from Local artists like Connecticut's Jay Rowe, Nelson Rangell, Kim Waters and Chieli Minucci. The station also presents the Lite 100.5 WRCH Smooth Jazz Saturday Night at the Arch Street Tavern in Hartford by which local and national talent perform monthly.

WRCH has featured numerous local and small label artists on air including the Tolland High School Madrigal Singers and local barbershop quartets.

## **WZMX**

WZMX provides a show on Saturday nights that allows local artists to submit their music to compete with other local artists. The Saturday Night Showdown is a great way to showcase Hartford's best talent.

WZMX regularly features local artists during its morning show and evening programming. WZMX's evening show features a "Crunk It or Junk It" program where station listeners rate music by local talent.

WZMX hosts a weekly two-hour music show called Reggae Rhythms, which consists of music from local and national Reggae artists. The show's local success was highlighted in the New York Times as the first area's Reggae program and mentioned the show's popularity and success in the Hartford market.

WZMX hosts a one hour weekly show called Reggaetone. The music hour consists of two local talents (on-air personalities) spinning the newest Latin Reggae. Reggaetone is the first Latin Reggae program in the state of Connecticut.

WZMX also sponsors numerous concerts throughout the year at which local artists are showcased as part of the lineup.

## ***Houston***

### **KILT-FM**

The KILT-FM Playlist consists of local Texas music artists like Roger Creager, Cory Morrow, Pat Green. KILT-FM heavily promotes concerts, appearances and most importantly, local artists' music.

KILT-FM also airs the "Roadhouse" show on Saturday nights from 7pm to midnight, featuring music from local Texas artists such as Roger Creager, Robert Earl Keen, Pat Green and Cory Morrow. KILT-FM provides email blasts to over 30,000 listeners and website exposure of when and where major and local musicians will be playing and how listeners can purchase their music.

### **KHJZ-FM**

KHJZ's playlist includes local Texas artists like Jo Carmouche, Joseph Vincelli and Joe McBride. The station heavily promotes their appearances on air and books them for local events in which they can showcase their talents.

KHJZ is also the presenting sponsor for the "Wave After Work Escape" every Wednesday evening at Skybar featuring local jazz artists.

KHJZ provides on air mentions, email blasts to over 20,000 listeners, and website exposure for the featured local artist each week.

## ***Kansas City***

### **KBEQ**

Over the last decade KBEQ has aired a number of local artists' music on the station both recorded and via live in studio appearances. The station has also aired and supported numerous singles issued on independent labels. A number of those artists have gone on to sign label deals with major Nashville record labels.

KBEQ also hosts 25-30 small venue concerts each year by national record acts and is responsible for recruiting local talent as show openers, which gives local artists an opportunity to receive recognition on the station and in the local community. In addition, KBEQ supports a number of local fairs and festivals in and around the metro that showcase local talent.

KBEQ was also instrumental in the execution of the inaugural Nashville Star talent search with over 300 people auditioning in Kansas City for a spot on the show. KBEQ executed three nights of preliminary events and also played host to one of the regional finals. Two of Kansas City's contestants made it to the TV show.

### **KFKF**

KFKF participated in the Colgate Country Shoot-out on the local level and Nashville Star on the national level. The shoot-out is a local competition promoted by the radio station for a shot at a national recording contract. Nashville Star produced newcomer Buddy Jewell. KFKF was among the first country stations to add Buddy's record. KFKF plays artists from smaller, independent record labels like Craig Morgan.

### **KMXV**

KMXV hosted a 16-week promotion at Raoul's Velet Room in Overland Park, KS called "The Search for Kansas City's Best Band." The winning band opened at the station's annual Red, White and Boom concert in June at Verizon Wireless Amphitheatre.

KMXV presented a local band competition October 7<sup>th</sup> at Orlando's Nightclub. The contest is a tie-in with Paramount Pictures "School of Rock" starring Jack Black and awards the winning band \$1,000.

### **KSRC**

KSRC plays selected holiday songs from local artists Ida McBeth, Brad Millison and Oleta Adams and other Kansas City natives. Last year the station produced and distributed a CD featuring local schools, churches and choirs performing holiday music.

### ***Las Vegas***

### **KMXB**

KMXB plays local artists occasionally on its New Music show, which airs once a week on Sundays. The station also supports local artists by inviting them to perform at station events like Bite of Las Vegas and Petaplooza.

### **KLUC**

KLUC airs a Local's Only portion of the New Music challenge on Tuesday nights. The Local's Only portion of the challenge pits two new songs from local artists against each other and solicits listeners to call in and vote for the song they prefer.

The station also airs "Bootleg Tuesday" where the station airs a bootleg from a known unsigned artist or a local name/casino lounge performer that is putting out a new record. KLUC has also aired music from local artists like the Scinta's, Dino, Louie Louie, Chop Chop, Todd Josephs, Jenny Yellowbird, and Triga.

KLUC also holds an annual contest to search for a local artist to open the station's annual "Summer Jam."

### **KXTE**

KXTE's New Music Show "It Hurts When I Pee" airs each Sunday night from 10p-12midnight. The show features 3 local bands each week in addition to national acts. The hosts of the show are heavily involved with the local band community, promoting local band CD releases and showcases. The show has also promoted and supported local bands at various Clark County Park & Recreation events like "The Annual Xtreme Thing Skate Park Expo" and the "Local Band Stage At Sparks In The Park" for 4th of July.

KXTE has a great relationship with [lvlocalmusicscene.com](http://lvlocalmusicscene.com). [lvlocalmusicscene.com](http://lvlocalmusicscene.com) is solely dedicated to helping expose and spread the word of Las Vegas local bands. The station has promoted their local band website, many [lvlocalmusicscene.com](http://lvlocalmusicscene.com) Release Parties, and [lvlocalmusicscene.com](http://lvlocalmusicscene.com) Music Showcases.

KXTE's "Our Big Concert" is KXTE's annual Spring Concert. The station has averaged 18,000 in attendance for this event and it is now in its seventh year. In addition to national acts the event features local bands as well.

## ***Los Angeles***

### **KROQ-FM**

KROQ is committed to supporting small/independent label music with shows such as:

“Jed the Fish’s Catch of the Day” - Every day at 4:40pm Jed features an artist or song that is not on KROQ yet. Quite often he plays things that are not even signed to a label.

Jason Bentley - Electronic show every Saturday night from midnight - 3am. Jason exposes music from primarily independent labels such as Ministry of Sound, Perfecto, K7, Pitch Black, and Forensic.

Rodney on the ROQ - Independent Music show every Sunday night from midnight - 3am. For the last 15 years Rodney has done his show focusing on new bands on small and independent labels such as Saddle Creek, Creation Records, Nitro, and Food Records.

Mixmaster Mike - Mix show every Friday night from 10-11pm. Mike exposes the newest in hip hop and rock music quite often playing "white label" cuts and many independent releases.

## ***Memphis***

### **WMFS**

93X Locals Only, Memphis radio’s only local music spotlight, features three different songs from three local artists every weeknight.

In addition, certain local bands warrant regular airplay rotation on 93X. Examples include artists that later secured major label deals including Dust for Life (Wind Up), Saliva (Island/Def Jam) and Breaking Point (Wind Up).

WMFS’s Annual Christmas show, 93Xmas, is a two night event with the first night dedicated exclusively to local bands. This year’s event, which will be the 7<sup>th</sup> event, will be expanded to a three-night event with two nights of local music.

Other regular WMFS events throughout the year that spotlight local talent include Dingo Fest, Budweiser True Music Live, Locals Only Live at Hard Rock Café, Memphis in May Locals Only Stage and major label talent showcases.

## ***Minneapolis***

### **WLTE**

In the past year WLTE promoted local Twin cities artist Elizabeth Keeney. She was the local market winner of KARE-11 TV's Minnesota Idol competition. She preformed at the State Fair and the station played her music.

The Blenders are a local group famous for their holiday shows each year. WLTE gave away tickets to their shows and played their Christmas songs on air.

### **WXPT**

G. B. Leighton performed at WXPT's MIX 104.1 New Years Eve party at the Radisson South in Bloomington. G. B. is a local rock artist well known through out Minneapolis/St. Paul.

## ***New York***

### **WCBS-FM**

WCBS-FM has in the recent past aired music by local talent. For instance, local Doo Wop groups sang live a cappella on the stations program "Sunday Night Doo Wop Shop" recently. Some of their recordings on local labels also received air play.

At the station's annual San Genaro Feast remote in Little Italy, local talent appear and perform live. Local artists also perform at other station shows and events.

## ***Orlando***

### **WJHM**

WJHM airs music from unsigned artists and artists signed to small or local labels. WJHM talent, Jay Love does a feature in his show called "Listen To My Demo" in which portions of songs from local artists are played.

### **WOCL**

In regular rotation WOCL features artists from Labels outside the big five, currently including Evanescence on Wind-Up, Alien Ant Farm on Dreamworks and The White Stripes on V2 In the past the station has featured small label artists such as Basement Jaxx, Caviar, Dynamite Hack and Moby. It has also featured artists prior to their signing to a Major Label, including Flickerstick and the Riddlin' Kids.

WOCL also features a local, unsigned artist each week as part of “Mel’s Favorite Band.” Each Monday through Thursday, Mel will feature a track from a local artist and feature up coming events with that artist. On Thursday, the artist of the week comes into the studio for an interview.

Local, unsigned artists have also been asked to open the station’s “Mystery Show” events. Jayla, School For Heroes, and Spitvalves have each served as the opening act at a show. 2,000 – 3,000 people attended each show.

On December 24<sup>th</sup>, 2002 WOCL held the first “O-Rock Listener Takeover.” Listeners were able to purchase airplay for their own songs or songs of their choosing for a charitable donation. The majority of the songs purchased were from local artists.

## ***Philadelphia***

### **WYSP**

WYSP airs “Loud and Local” a one-hour program every week at 10pm on Sunday nights. The show features bands and artists that are *exclusively* from the Philadelphia area. Bands like Sinch, CKY, Familiar 48, Liquid Gang, Sound Of Urchin, Tidewater Grain and Silvertide among others, have been featured first on Loud and Local have gone on to major label record deals. The show is hosted by Tommy Conwell, who was also a local rock star who went on to national fame. Tommy’s connection to the bands in the area and the community gives the station a connection to the local scene that no other station in the city can match.

WYSP puts local, unsigned acts into regular rotation on the station. Most recently, for example, the station has put the local band Octane into regular rotation, and continues to support the band both with airplay and promotional support, as well as helping the band by utilizing industry connections. Since June, WYSP has played Octane’s single “I For One” over 400 times. WYSP helped Octane establish management, enabled the band to use famed producer Phil Nicolo to produce their album and have promoted the band by putting them on the bill with several national acts, such as Mudvayne and Poison. The effect of WYSP’s support has been incredible. The band’s album, which was released on September 16<sup>th</sup>, sold over 1000 copies in its first week, while selling out the TLA for their own headlining show on the day of the record’s release.

“Exposed” is a one-hour program aired weekly on WYSP on Sunday nights at 9pm. The show focuses on new music, often times on very small labels, and often times on no label at all. Just this year, “Exposed” featured unsigned acts Bombchild (CA), and My Downfall (Scranton, PA) as well as several acts on small labels, such as The Fire Theft, Shadow’s Fall, Godhead, and Murder One.

## *Phoenix*

### **KZON-FM**

KZON broadcasts a daily feature showcasing local talent and invites unsigned local artists to the station to play on air as part of a show called “The Local Zone,” which airs from 8PM – midnight on Sundays.

The station also includes local artists in its regular playlist. The station also puts out an annual compilation CD to showcase local artists called the “Local Zone Compilation.” The station has also partnered with a weekly publication, “The New Times” on a local music showcase that attracts large crowds. The most recent event drew more than 15,000 people.

KZON has a track record of providing extensive and ongoing exposure for local artists who lack a relationship with a record label. Over the past year, for instance, the station has provided airplay for the following unsigned local artists: Roger Clyne and the Peacemakers, Big Moxie, Crushed, Los Guys, Fred Green, Phunk Junkeez, Redfield, Shawn Johnson and the Foundation, Pistoleros, Ticker Tape Parade, Signal To Noize, Opiate For the Masses, Greenhaven, The Elliots, Steve Larson Band, The Reign Kings, Euriska, Hall 13, Shallow Water, Goz, Jed’s A Millionaire, Bionic Jive, Thirteen, Authority Zero, Cousins of the Wize, The Stereo, Haggis, Simplfy, Before Braille, Tramps and Thieves and Dead Hot Workshop.

In addition, the following is representative of the sorts of events the station has done over an eight month period that promote local and independent musicians:

February 14<sup>th</sup>, 2003 - Promoted on KZON an annual event, “Hospice Rocks”, presented by local venue Hollywood Alley to benefit Hospice of the Valley. On the air interviews included local artists Goz and Haggis who donated their time to perform at the event.

March 17<sup>th</sup>, 2003 - St Patty’s Celebration featuring Haggis, Jed’s A Millionaire, both were interviewed live on KZON during midday’s the week leading up to the event.

April 9 2003 - Benefit Show for Kayleigh Calleo, daughter of prominent local music contributor John Calleo who met an untimely death. The show was held at Nita’s Hideaway in Tempe with appearances from Roger Clyne and the Peacemakers, Steve Larson, the Pistoleros, all of which were featured live on the Zone (KZON) to raise awareness and cross promote the benefit.

April 22, 2003 - New Times Showcase Awards Presentation held at Nita’s Hideaway. Among the recipients, Haggis and Jed’s A Millionaire who were featured live on the Zone (KZON) to acknowledge their accomplishments.

May 9, 2003 - Interviewed local favorite Stephen Ashbrook for his Zone

(KZON) hosted performance that evening.

May 14, 2003 - Reign Kings interviewed on the Zone (KZON) as they were chosen as the opening act for national recording artists Double Drive, subsequently leading them to opening slots for DaDa and Blues Traveler.

June 6, 2003 - Interviewed Roger Clyne and the Peacemakers to promote their show hosted by the Zone (KZON) at Nita's Hideaway June 7<sup>th</sup>.

July 3, 2003 - Interviewed Roger Clyne and the Peacemakers to promote the Zone hosted 4<sup>th</sup> of July celebration held at Tempe Town Lake.

July 17, 2003 - Big Moxie in the Zone (KZON) studio for an interview promoting their CD Release party the following evening at Nita's Hideaway.

August 15, 2003 - Interviewed Stephen Ashbrook and Dead Hot workshop on the Zone (KZON) to promote the Zone hosted show at Nita's Hideaway that evening.

August 22, 2003 - KZON interviewed Danny White from Roger Clyne and the Peacemakers who performed that evening.

In August, KZON midday personality Tracy Lea arranged for local music venue Hollywood Alley to allow a private showcase by Jed's A Millionaire for Interscope Records.

Label interest from Warner Brothers, Dreamworks, and Interscope a direct result of airplay on the Zone (KZON).

In September 2003, the Bud True Music Local Zone Featured Artist of the Month launched successfully, a program designed to prominently showcase a local artist during the month culminating in a live performance.

In September, KZON featured Redfield with daily promos airing Monday through Friday between 1pm-3pm, which included the artist's music with verbal inserts from the band describing their songwriting approach, live performances, and inspiration behind the music.

Redfield showcased their band at Scottsdale venue, Static, on September 27<sup>th</sup> alongside valley favorites Greenhaven, Chagrin, and Bionic Jive, who was interviewed on the midday show, September 26<sup>th</sup>, 2003.

September 18, 2003 - Interviewed Shawn Johnson to promote a show evening at Rock Bottom Restaurant at Desert Ridge. Later that evening, Tracy Lea was the recipient of the A.L.L.S. award recognizing outstanding contribution to the local music community at the 3<sup>rd</sup> Annual AIMS Awards. Winners were

chosen by a panel of local music community participants.

September 26, 2003 - Played music from local artists for a benefit held September 28<sup>th</sup> on behalf of Jason Wilhelm, a 20-year-old music fan suffering from a cancer.

## ***Pittsburgh***

### **KDKA-AM**

KDKA utilizes local musicians such as B.E. Taylor for station events such as the Hometown Salute and also asks local musicians to judge talent contests like Pittsburgh Idol.

KDKA also airs short samples of songs from local artists in and out of commercial breaks.

### **WZPT-FM**

WZPT hosted a “Second Chance Prom” aboard the Gateway Clipper. Music was provided by a local band, “Ferris Buellar’s Revenge”. The band was heavily promoted in all station promos and/or imaging. WZPT also invited “Ferris Buellar’s Revenge” to our Skyblast Celebration with the Pittsburgh Pirates. This local band had a chance to play in front of 40,000+ Pirate fans.

WZPT takes an active role in showcasing local musicians at amusement parks, ballparks, nightclubs and outdoor concerts throughout the year. Each summer WZPT works with local and legendary amusement park Kennywood to stage an “Amateur Performer” contest. In the summer of 2003, the WZPT teamed up with the Pittsburgh Pirates in a promotion called “All Star Idol where the Star 100.7 Morning Show sought out scores of contestants to compete for a chance to perform in front of 38,000 fans at PNC Park.

### **WRKZ-FM**

WRKZ airs a show on Sundays that highlights local bands. The station solicits entries from local bands then airs the music on a show called “15 Minutes of Fame”. It is hosted by Kelsey Friday, lead singer of local band Brownie Mary.

WRKZ also hosts a local “Battle of the Bands” contest.

### **WDSY-FM**

WDSY participated in a national contest called Nashville Star to find undiscovered talent. WDSY attracted over 100 contestants who performed, were presented on the air and audition tapes from the station’s local musicians were presented to Nashville Star.

The station also has regular on air and event appearances from local country groups such as Chandler, Lee Ellsworth, Poverty Neck Hillbillies and Corbin Hanner. Local artists, songwriters and groups have been featured at various Y108 functions, including but not limited to, St. Jude Children's research hospital fundraisers, "Second Stage" acts at concerts, Santa Spectacular and Country Cruises.

## ***Portland***

### **KLTH**

KLTH sponsors "Museum After Hours" each week from October through April at the Portland Art Museum. Each week, a different local artist plays live at Museum After Hours, and KLTH supports each week's event with at least \$6,000 in promotional support. These on-air promos, which air in all dayparts, include examples of the music performed by the local artists appearing at Museum After Hours.

### **KINK-FM**

KINK plays many local/independent artists as part of its regular and special programming.

In addition, KINK features three programs made up primarily of small and independent artists:

- "Sunday Night Blues" (Sunday, 7-10 PM),
- "Lights Out" (Sunday - Thursday, 10PM - midnight), and
- "Acoustic Sunrise" (Sunday, 7-10AM).

KINK also airs a daily weekday feature at 9PM called the "Local Music Spotlight." The station picks a song by a local artist and the jock talks about the artist, the CD, and airs the song.

Here is a list of examples of local artists that KINK recently featured:

Stephanie Schneiderman, Dave Andrews, Ellen Whyte & Reflex Blue, Paul Delay, Red Sector, Rhythm Culture, Kerosene Dream, Fernando, Secret Society of Dead Dreamers, Far From Home, Colorfield, Dahlia, Sheer Bliss, Superficials, Pepe & The Bottle Blondes, Gary Ogan, Bella Fayes, Camaro Hair, Ashleigh Flynn, Jonah

Here is a list of independent record labels that KINK has picked music from recently:

New West, Rounder, Shanachie, Evidence, Vanguard, Six Degrees, Sugar Hill, Real World, Razor & Tie, RYKO, Enjoy Records, Lost Highway, Quango, O Boy, Palm, Artist Direct, I Music, What Are Records?, Redline, Zoe, Immergent, Paras, Ultimatum, Vagrant Records, Weekend Furlough Records

KINK has a feature that runs weekday evenings called "Local Music Spotlight," which features local Northwest artists, mostly unsigned. The show gets highlighted throughout the day on KINK in its regular programming, as well as on its website. KINK announces a run-down of local musicians playing in clubs daily at 6:20 p.m. In addition, the station sponsors a series of concerts called "Rising Star Showcase," in which unsigned and newly signed artists play a concert for \$1.02.

### **KUPL-FM**

KUPL-FM plays music from artists on small labels. For example, the station recently played songs from Craig Morgan (Broken Bow), Joe Nichols (Universal South) and Pat Green (Republic).

### **KUFO-FM**

KUFO-FM conducts a local band search with Budweiser called "True Music Live," where it solicits tapes from local bands, screens the tapes to identify finalists, rents a venue with Budweiser and selects a winning band using a panel of station personnel and Budweiser representatives. The winner gets a recording contract provided by Budweiser.

KUFO also conducts the "Cream of the Crop Band Search" each summer to select the best local bands. In 2003, KUFO featured five local bands at its annual music festival Rockfest. These young, unsigned bands performed in front of a crowd of 15,000 rock fans.

## ***Riverside***

### **Cluster**

KFRG, KXFG and KVFG participate every year in the Colgate Country Showdown where the stations receive tapes of local talent and hold auditions for the showdown. Local talent have the opportunity to win a recording contract through Colgate.

## ***Rochester***

### **WCMF**

WCMF-FM plays new material released by Classic Rock artists from independent and small labels as well as local artists. Recent examples have been Styx, Peter Frampton and REO Speedwagon.

The "Radio Free Wease Musical Styles" program airs each Saturday morning from 10am-12noon. This program features interviews and performances with relatively

obscure and unrecognized artists as well as material from independent and small labels. WCMF has aired “Homegrown”, a weekly 2-hour program that features local music exclusively since 1970.

WCMF promotes live local performances at Rochester area nightclubs on a daily basis.

### **WPXY**

WPXY-FM features songs from independent and small labels on its’ regular weekly playlist. Recent examples are Fountains of Wayne. Local artists are featured on the “Spezzano-In-The-Morning” program approximately once per month.

WPXY-FM hosted the “Western New York Idol” competition and the “Lilac Festival”. Both events feature local musicians’ performances.

### **WRRM**

WRMM-FM’s playlist includes songs from independent and small labels. Recent examples are Burke Roney, David Corey, and Katrina Carlson. Local artists are interviewed on the “Tony & Dee” morning program approximately once per month.

WRMM-FM routinely hosts events where local artists perform. The events are promoted with the musicians’ participation highlighted.

### **WZNE**

WZNE-FM presented the “New Artist Showcase” series in Rochester for the past 3 years at a local club, The Water Street Music Hall. This new music showcase series offers exposure to independent and small label bands. WZNE makes every attempt to maintain free admission to this event.

Releases from independent and small labels are routinely played on WZNE-FM.

WZNE is the presenting sponsor of the “10 Ugly Men”, an event that attracts attendance of 10,000 and features music from local artists.

## ***Sacramento***

### **KXOA-FM**

KXOA has promoted many unsigned local bands over the past few years. Every year, KXOA has a “Club Concert Series” that features not only established bands, but up and coming unsigned local acts. Participating bands, like “The Atomic Punks”, “Deconstruct”, “Barking at Flies”, “Larger Than Life”, “Larissa Brisky”, “Soul Taco”, and others receive promotional campaigns on air in connection with either the “Club Concert Series” or as local opening acts for major shows starring nationally signed bands at one of Sacramento’s major venues.

KXOA also held a “battle of the bands” series. The local unsigned band winner got to open for a Journey concert. In addition, KXOA assisted in getting unsigned local band “Deconstruct” an opening act for a major concert event with headlining acts including Iron Maiden, Dio and Motorhead. KXOA plans to run a similar promotion next summer.

### **KHTK(AM)**

KHTK is a sports station, but airs a hip hop sports show Sunday nights called “En Tha Dungeon”. KHTK host Frank Red plays the music of local and region hip hop artists from small or no labels during the show.

### **KSFM-FM**

KSFM plays music from local artists such as Ghetto Romeo, a local artist with a song called “Kiss You”.

In July 2003, KSFM did an on-air promotion called the “Roc the Mic Promotion”. The station picked the top 102 local artists and had them perform in front of judges made up of record label reps and producers. The judges narrowed it down to the top 20 and had them do a battle on stage. After each battle the audience would decide the artist’s fate. The final two artists got a chance to perform at the “Roc the Mic Tour” at Sleep Train Amphitheatre. The winner went on to battle for a recording contract with Rocafella Records.

### **KNCI-FM**

KNCI airs a "Make it or Break it" feature every weeknight at 9pm. Quite often the audience will be voting on a song that is not on a major label. The station has helped several local artists make connections with Nashville A&R departments. KNCI has also supported local talent with major label projects, such as Kevin Sharp, with early airplay.

KNCI auditioned over 300 local and area listeners, who were given a shot to compete for a national recording contract for "Nashville Star," the USA television network show for budding stars. This was an open audition available to anyone, and was promoted heavily on KNCI.

KNCI has also used local bands to provide music for station events or as an opening act for concerts.

## ***San Antonio***

### **KSRX**

KSRX programming strives to air local artists when possible. KSRX often features local artists’ music during the evening show from 7pm to midnight. In June 2003, the San

Antonio Spurs won the National Championship and a local group called “Self Made Mob” created a tribute song for the Spurs. KSRX helped get the song onto CD and then promoted, distributed and played the song on air.

KSRX features local bands on its concert page letting people know where they are playing and also posts all band information on the station’s website. The station features local music at concert as an opening act.

KSRK was instrumental in helping feature local artists in a new campaign from Lone Star Light. Lone Star Light wanted to freshen their image and use rock artists in their commercials and “sponsor” several local bands or artists. The station put them in touch with two local bands and Lone Star Light highlighted these bands in their commercials and will help them defer costs for one sheeters and CD’s.

## ***San Francisco***

### **KFRC-FM**

KFRC presents local musicians and bands on a regular basis, at live events like KFRC’s Leap To Love Parties, Monster Bash, KFRC Cruises and Ultimate Oldies Parties.

KFRC’s Morning Show has featured local bands such as The Dave Crimmen Band, The Copy Cats, Squeegie, Pride and Joy, The Cheeseballs, and Big Lou’s Polka Casserole.

KFRC’s Street Talk Public Affairs program has hosted local musicians and promoted many local musical events, such as the Oakland Jazz Festival, Jimmy’s Car Show for developmentally disabled people, The Power to the Peaceful Festival, featuring local group Spearhead, and more.

### **KITS-FM**

KITS has a history of airing local musicians and unsigned artists. Aaron Axelson, the station’s music director, is responsible for the playing and the subsequent signing of dozens of local bands.

KITS also promotes local artists by creating local lounge showcases that gets bands in front of thousands of people. The station’s goal is to have at least four local lounge showcases per year. KITS also attaches local band involvement to just about every show it produces.

KITS has continued to feature "Locals-Only" music weekends where it showcases 12 or so Bay Area local bands on the air in a heavy rotation. This includes artist interviews and magazine-style “info blasts.” This program is presented 3 times a year.

KITS also supports national and international bands with small label support or no organized support whatsoever. KITS’ yearly Local Band Clinic attracts hundreds of

aspiring bands and artist who crave industry information. This annual affair is hosted by the station's Music Director and features some of the biggest producers, A&R reps, Managers, label reps and successful artist who answer questions during the three-hour affair. The clinic is free and is first come first serve.

### **KLLC-FM**

KLLC features a monthly Emerging Artist Showcase program. The station solicits tapes from Bay Area musicians and invites national and local artists to play live at Bay Area nightclubs.

KLLC plays music from small record labels. Examples include the band Erasure on Mute Records, MotorAce on Sputnik Records and Maroon 5 Octone Records. Additionally KLLC played unsigned artists from the Bay Area including Train and Matt Nathanson.

KLLC replaced its Saturday night nationally syndicated program with the locally produced "Thump Radio" program. The five-hour show features local and national mix DJ's.

Each Sunday from 9am to 2pm, KLLC broadcasts a specialty "Chill" music program. The show plays down tempo music from local, national, and international artists. Small and independent record labels have their music featured on a weekly basis. The artists include Sub Pop, Skint, ESL and Minty Fresh.

The KLLC Morning Show regularly talks about the local live music scene and once a week features a song from a local artist during the "Pick of the Week." Local bands that have been featured include AFI, Los Mocosas, The Pleased, One Man Army, Imperial Teen, The Dwarves, Divit, The Roofies, and The Transplants.

## ***Seattle***

### **KBKS**

KBKS airs local artists when their music fits the station's format. Examples include April, a young pop singer, Unexpected Arrival, a local hip/hop band and Loni Rose, a pop rock singer. These bands and others have also been promoted heavily during KBKS's participation at the Bite of Seattle festival. The station hosts a stage that is nearly entirely local music acts.

KBKS has also partnered with Car Toys to bring a mobile stage to area events and feature local bands. The KBKS morning show also features a weekly local band showcase on Friday—"Local Bands Get No Love." This feature allows local bands a chance to play a few songs live on-air.

### **KMPS**

KMPS-FM airs a regular feature during its morning show called “Music From Our Own Backyard,” which features Seattle-area musicians. A recent “Music From Our Own Backyard” show featured local country musician Myron Thomas Kline and R & B band Bump Kitchen. Bump Kitchen posted the following on its website, [www.bumpkitchen.com](http://www.bumpkitchen.com): “Bump Kitchen would like to thank everyone at KMPS 94.1 for playing our song, ‘Big Ol’ Bones’! When we checked out our guestbook we were blown away at all the entries from people who heard us on KMPS!”

KMPS-FM interviews band members and plays full selections off of the band’s album. In the past 12 months the show has featured interviews and music from the following local artists:

Jake Jefferson  
The Coats  
Bump Kitchen  
Ditzie Chix  
Myron Thomas Kline  
Kim Walling  
Chris Ward  
Blaine Larsen  
Jonathan Harris  
Chris Ward  
Charles David Alexander  
The Coats  
Jake Jefferson  
Civil Servants  
Katie Webster  
Wylie and the Wild West  
Brooke Pennock

Stan Boreson  
Sarah Montgomery  
Civil Servants  
Jonathan Harris  
Duncan Shadrack  
Duffy Bishop  
Wylie and the Wild West  
Billy Mac  
Sarah Montgomery  
Duncan Shadrack  
Bronn Journey  
Bump Kitchen  
Danny Vernon  
Myron Thomas Kline  
Kim Walling  
Duffy Bishop

The station makes efforts to get local musicians regional and national attention by occasionally sending the material of promising local musicians to Nashville labels. In addition, this past fall, KMPS worked with the USA Network TV show “Nashville Star” to find the best country singers and songwriters in Seattle. KMPS held three local events toward this goal, with more than 175 local contestants vying for the opportunity to be a regional winner. The station featured the 10 local finalists on its morning show, which entailed interviews and performances from the finalists.

In addition, KMPS supports local country bands/acts by providing them with the opportunity to perform live, as often as is possible. A prime example of this support is: Blaine Larsen, a local artist who recently signed with a major Nashville record label. KMPS was instrumental in helping Blaine get onto the bill at several concerts during Summer 2004, including opening for Chris Cagle, opening the station’s 30<sup>th</sup> Birthday Bash, starring Tracy Byrd.

KMPS takes music calls and music service from all of the Independent Labels. Through September, the station has featured the following artists from independent labels. These were part of the station's program "5 O'Clock Test Track" on which the station airs new music. The songs listed below were also added to regular airplay due to popularity with the audience:

12/17/02 "Scary Old World" from Radney Foster (DualTone Records). The station went on to play the song in regular rotation for several weeks.

12/31/02 "I Want My Money Back" from Sammy Kershaw (Audium Entertainment).

1/7/03 "The Lucky One" from Alison Krauss (Rounder Records). The station went on to play the song in regular rotation for several weeks.

2/19/03 "Rise Above" from Ronnie Bowman (Sugar Hill Records).

3/4/03 "Night Birds" from Royal Wade Kimes (Wonderment Records).

3/19/03 "I'm Missing You" from Kenny Rogers (Dreamcatcher Records). The station went on to play the song in regular rotation for several weeks.

3/27/03 "Heroes" from Keni Thomas (MMG Records)

6/19/03 "Getaway Car" from 4 Runner

6/26/03 "It's Not About You" from The Ennis Sisters (Rounder Records).

7/3/03 "My Beautiful America," from Charlie Daniels (Audium Entertainment)

7/8/03 "I've Never Been Anywhere" from Sammy Kershaw (Audium Entertainment).

7/22/03 "Hand Me Down Heartache" from Jill King (Blue Diamond Records)

8/11/03 "Maybe, Maybe Not" from Mila Mason (Twinbeat Records)

9/16/03 "Do You Still Want To Buy Me That Drink (Frank)" from Lorrie Morgan (Audium Records).

9/22/03 "Handprints On The Wall" from Kenny Rogers (Dreamcatcher Records).

9/25/03 "Paint Me A Birmingham" from Ken Mellons (Home Records). The station went on to play the song in regular rotation for several weeks.

Additional Music from independent labels given featured afternoon airplay on KMPS since February 2004 includes the following:

3/11/04 "Good Year For The Outlaw" from Jeffrey Steele (Lofton Creek Records)

4/28/04 "Climb My Tree" from Ken Mellons

4/29/04 "In My High School" from Blaine Larsen (Quarterback Records). Blaine is a local resident and the song went on to regular rotation on KMPS. He's been a featured guest many times in 2004.

5/5/04 "Feel Like Fallin'" from Ricochet

5/6/04 "The Next Glass" from Jared Ashley (Dreamcatcher Records)

5/14/04 "Feel My Way To You" from Restless Heart (Audium/Koch). The song went on to regular rotation on KMPS.

5/26/04 "Son Of A Preacher Man" from Sherrie Austin (Broken Bow Records)

6/1/04 "Just Like A Redneck" from Shannon Lawson (Equity Records)

6/10/04 "I Ain't Drinkin' Anymore" from Kevin Fowler (Equity Records)

6/15/04 "Beautiful Day For Goodbye" from Elbert West (Broken Bow Records)

8/2/04 "If I Could Only Bring You Back" from Joe Diffie (Broken Bow Records)

8/23/04 "I Ain't Scared" from Carolina Rain (Equity Records)

8/26/04 "It's A New Day" from Nitty Gritty Dirt Band

9/17/04 "Just Another Mountain" from Carly Goodwin

9/27/04 "Inspiration" from David Lee Murphy (Koch)

10/5/04 "Long Way To Fall" from Malibu Storm (Rounder)

### **KYCW**

KYCW-AM airs a program for two hours on Friday nights called "No Depression: Alt Country," which features new artists from small labels as well as new music from familiar artists without record deals. The format is based on a locally produced magazine aimed at promoting a distinctive genre of music – alternative country.

### **KROI**

Many of KRQI's artists are on small labels. The station also promotes appropriate local artists at events such as Bumbershoot and the Bite of Seattle. In addition, the station includes local shows that would appeal to its listeners on its website concert and events calendar.

KRQI-FM is a media sponsor of several local artist events/concerts:

June 2004/ 80's Invasion Tour with local 80's coverbands. The event was a sell out with over 1,200 tickets sold.

July 2004/ Battle of the Bands. Local bands competed in Tacoma and Seattle for a trip to compete nationally for a recording contract and other prizes.

KRQI-FM morning show will periodically invite local artists into the studio to be interviewed and spotlight their new CD projects. One recent interview was with Mike McCreedy and the band Smoosh.

### **KZOK**

The Bob Rivers Show, airing mornings on KZOK-FM, regularly airs local musicians as part of the program, including such Seattle artists as M-Pact and Susan Robkin.

KZOK/The Bob Rivers Show recently completed the first annual "Write a Bleepin' Song Contest". Local, unsigned musicians were asked to write and perform original musical compositions. The station received over 500 entries. Songs were judged by local professional musicians. 12 winning songs were produced on a CD and sold at local Fred Meyer stores with all profits going to the Seattle Public School Music Program.

### **Cluster**

Infinity Seattle stations' air musicians signed to small or independent labels, such as David Ball with Dualtone Records and Mark McGuinn with VFR Records.

Infinity Seattle stations also provide exposure to local bands, such as Latigo Lace, by booking them to play station-sponsored events. In addition, Infinity Seattle stations show their support for local artists and the local community by providing talent and publicity to events held by local organizations such as "Artists Alliance Against Domestic Violence."

### ***St. Louis***

### **KMOX**

During the KMOX Hometown Voices programs, local musicians are used to play the "Morning March." KMOX also airs the KMOX Jazz Show every Saturday night/Sunday morning. Host Don Wolff plays jazz favorites, and interviews local jazz artists

## ***Tampa***

### **WRBQ**

WRBQ features local groups such as Rachel, Daniel B. Marshall and Tifton Mile, who have recorded patriotic songs that the station showcased after 9-11 and during its special programming salutes to the United States military. The station also features local musicians who have recorded songs for the Holidays during its special Christmas music programming. The station also features local artists such as the Bellamy Brothers, Stephen Stills, Jim Stafford, Lobo, the band The Blues Image to name a few who have had hits from the 60's and 70's. The station interview artists who live in the area to let listeners know what they are doing now. As an example the station interviewed Joey Dee, Gary Lewis, Ron Dante of Archies fame, Andy Kim, and the legendary producer Don Kirshner.

### **WQYK-FM**

WQYK has played and promoted independent artists for years. The station also uses local bands and independent artists to provide music for its events including The Charlie Daniels Angelus Country Concert, Super Ride and the Second Chance Prom.

This past year WQYK held auditions for Nashville Star, the USA Network program searching for Country Music's next star. WQYK auditioned over 300 local contestants over a three-day period.

### **WSJT**

WSJT frequently aired the music of three local artists, Les Sabler, Allon Sams, and Eric Darius, giving them the valuable exposure which led to further airplay around the US and Canada. WSJT continues to search for talented local musicians for airplay, while at the same time using many Tampa Bay area performers for its various festivals and other performances.

WSJT is the media promoter for the Clearwater Jazz Holiday, the area's oldest and most popular jazz festival presented by the City of Clearwater. Station personnel are very involved in not only the promotion of the event, but also help the city obtain local and national artists for the event.

WSJT supports and promotes four local live music aeries each month:

Old Hyde Park in Tampa features free live jazz from local musicians.

Get Downtown in St. Petersburg features free live jazz from local musicians.

Van Wezel Friday Fest in Sarasota features free live jazz from local musicians.

St. Armands in Sarasota features free live jazz from local musicians.

All of the above free concerts mentioned are supported with live/produced promotional announcements, are featured on the station's website and the details are included in WSJT's e-mail newsletter.

### **WLLD**

Local artists have been featured on the station's line up and at each of WLLD's annual festivals. The station has supported independent labels, unsigned artists, and production houses, as well as provided direct tutelage in marketing their product and street promotion from the station's Music Director.

### **WYUU**

WYUU continues to promote local and independent talent. Just recently Tampa native Daniel Lee Martin was in the studio to promote the release of his new CD on his independent label. The station recently promoted a concert by another Tampa native, Wylie Fox.

In addition, the station promotes and participates in a number of community events that feature local country music. The station promoted and participated in the Hernando Rodeo and BBQ Festival that included nightly musical entertainment from local artists.

### ***Washington, D.C.***

### **WARW**

WARW supports local unsigned bands by inviting them to perform for both charitable and profitable functions throughout the year and in feature capacities on-air.

### **WPGC(AM)**

WPGC(AM) presents the "Local Artist Spotlight" throughout the day, every day. The station brings awareness to local artists by playing their songs and including an image piece about the local artist.

### **WPGC-FM**

Each summer WPGC holds "Streetjams" weekly around the DC area. In conjunction with area police departments and local community leaders, the station shuts down a street, erects a stage and brings out its promotional and broadcast vehicles. WPGC then brings local talent to perform, broadcasts live and has community and church leaders present to speak to the neighborhoods about empowerment and peace on the streets. These are free and open to everyone and been very successful. The station has done these every summer for the past 12 years.

WPGC-FM's Sunday evening show, "DC Homejams" which has aired for 13 years is a 30-minute program in which the station features local artists exclusively. This program, hosted by DJ Flexx, has given airtime to many groups who would normally never have a chance to be on a major market radio station. One of the station's biggest discoveries was a local group called "Shai". The group gave the station a demo tape, which it played on the air. The response from listeners was strong so the station gave the song a high rotation and the group was signed to MCA records. The song the station played, "If I Ever Fall In Love Again" went on to be a national hit!

### **WJFK-FM**

WJFK-FM features "The Music Show" every Sunday night. Hosted by experts and players in the local Washington music scene, the show plays a vast amount of music from local bands and plugs their gigs in the area.

### **WHFS-FM**

WHFS has a long tradition of strong support for local artists and bands, epitomized by its annual "Big Break" competition, a month-long talent competition that gives local, unsigned bands exposure and airplay on WHFS. Bands submit material and perform live for the opportunity to be one of the featured acts at the HFStival. WHFS has conducted this contest since 1998 and devotes a substantial amount of airtime recruiting local artists to participate in this massive talent search. Finalists receive extensive promotion, publicity and exposure on WHFS. A panel of music industry executives and WHFS personnel act as judges and select the most talented local artists to receive prizes that have included recording studio time, a slot on the Main Stage at the HFStival, slots on the "Locals Only" stage at HFStival, and airplay on WHFS. Several of the station's local acts have subsequently been signed to recording contracts as a direct result of their heightened profile during this contest, including Jimmie's Chicken Shack, Good Charlotte, SR-71, O.A.R., Sev and many others.

"Now Hear This" is a long-standing Sunday night program on WHFS that airs mostly independent and unsigned bands. The nature of the program favors an artists' first release rather than their later projects. Artists sometimes "break" on this program and then get airplay on the rest of WHFS.

Airplay on WHFS is not limited to major record labels. Epitaph, Hellcat, Vagrant, Windup, Nitro, Roadrunner, Matador, Extasy, Tommy Boy, Sub Pop, TVT, Dischord, V2, Fowl and Astralworks are all independent labels who have received significant airplay on WHFS in recent years.

## ***West Palm***

### **WEAT**

WEAT has been fortunate to spotlight local artists like Sorrell (a female group from Jupiter, Florida) on its morning show, playing cuts from their debut album and including them in station/community related events.

### **WJBW-FM**

One of WJBW-FM's most popular segments highlights Gospel Music hosted by one of the community's key figures. This Sunday Morning program highlights Gospel music from national artists as well as many local groups and choirs.

### **WMBX**

WMBX-FM airs music from local and unsigned artists during a nightly feature titled "X-it or Respect-it". During this feature the station plays artists from local labels and unsigned artists and allows the audience to "decide" whether the station should "add" the song to its playlist. The station's mix shows also air songs from local artists that are hot in the local club scene.

### **WPBZ**

In March of 2003 WPBZ-FM began airing Buzz Junior, a weekly two-hour show featuring the music of up and coming independent bands as well as "local bands" and "area musicians". The show airs Sundays from 10pm to 12 midnight and plays a wide mix of music from Indy labels artists such as "The Fire Theft" on Rykodisc, "Hot Hot Heat" (Sub Pop), "Mando Diao" on Mute Records in addition to local bands like as Legends of Rodeo, Boxelder, Darwin's Waiting Room and Ashley Red to name a few

WPBZ-FM has also supported local music by holding five Buzz Battle of the Bands competitions in 2003. The last three competitions selected local bands to play the "local" stage at the station's annual concert event, Buzz Bake Sale 2003, which was held on Saturday December 6<sup>th</sup> at Sound Advice Amphitheatre in West Palm Beach. The estimated crowd for this event is 15,000.

WPBZ also supports local music through its website: [www.buzz103.com](http://www.buzz103.com). The website features a "local band of the week" section where listeners and web goers can sample and/or download music.

Each Friday WPBZ-FM's morning show features a segment called "Live and Local Fridays" where a "local band" is invited into the studio to perform live on air. This has been an ongoing morning show segment for two years during the fall and spring ratings periods.

## **COMMUNITY INVOLVEMENT:**

### **Infinity Stations Participate in Community Activities and Charitable Causes**

#### ***Atlanta***

##### **WAOK**

WAOK station personalities participate in events for charitable organizations such as AIDSWALK. The station regularly advertises health screenings on the air, nutritional tips particularly on the morning show, and during our FSO event we invite organizations to participate that conduct health screenings for the community. WAOK also helped to promote and participated in a forum on AIDS sponsored by the Centers for Disease Control at this year's FSO event. Due to the recent hurricanes that ravaged parts of Haiti, Jamaica and Florida, WAOK has broadcast several relief efforts for these victims including broadcasting live in conjunction with Rainbow Push and a couple of local churches. The effort raised over \$10,000 in monetary donations and several pounds of clothing, dry goods, non-perishable food and books. One of our on-air talents spends an entire week every year broadcasting from several locations and fills a truck full of back-to-school supplies to be distributed to poor families in the Atlanta area. Hosts of other shows on WAOK support this talent's effort by broadcasting the location and dates of the school supply drive. The WAOK website also promotes community service events like the relief efforts, school drives and AIDSWALK that station personalities participate in.

##### **WVEE**

WVEE regularly participates in health fairs and job fairs. We provide on-air announcements to promote the fairs and even broadcast live from the events.

Recently, WVEE's morning and afternoon shows broadcast live to collect supplies for the victims of the hurricanes in Florida. The American Red Cross was on hand to assist with the collection and delivered the supplies to Floridians.

WVEE is a media sponsor of AIDS Walk Atlanta. WVEE personalities will have a team and we are encouraging our listeners to join the team for the walk.

WVEE is promoting a Conflict Resolution Tour hosted by one of our more popular DJs Toss Swaid. The purpose of the tour is to educate and empower junior and senior high school students with the skills necessary to resolve conflicts peacefully and to make smart decisions. The tour visits local Atlanta Metro area high schools, some of which are in high risk, high crime areas.

During the holiday season, WVEE works with local organizations to feed the homeless. For example, the station works with the Hosea Williams Feed the Hungry Campaign. The station also collect canned goods during the holiday season for the Atlanta Food

Bank. WVEE works with the Salvation Army to collect coats for the homeless during the colder winter months.

WVEE and WAOK established the “WAOK/WVEE/UNCF Emergency Scholarship Fund” to help junior and senior college students who are experiencing financial difficulties to stay in school and graduate.

On-air talent Porsche Foxx spearheads an annual school supply drive. During that event Ms. Foxx boards a school bus and refuses to get off until the bus is filled with school supplies donated by WVEE listeners. The school supplies benefit underprivileged children in the Atlanta area. School supplies and backpacks are distributed to area children at a fun community event called “Christmas in July.”

### **WZGC**

Our new station is an eager participant in local events such as school fairs, charity runs, and all of the Falcons charity events (blood drives, school supply drives, etc). We are helping the Red Cross at a celebrity bartending event in November 2004 for hurricane relief.

## **Austin**

### **Cluster**

The Infinity Austin stations are committed to making programming decisions to better serve the community. Each of Infinity Austin's four stations broadcasts a myriad of Public Service Announcements, both nationally and locally, in sixty, thirty, and fifteen-second lengths. The Public Service Announcements air across all day parts. The local Public Service Announcements publicize information regarding non-profit organizations in the Austin & Central Texas area.

Every Sunday morning between 6am-7am each of the stations airs two thirty-minute public service programs: Radio Health Journal & Inside Austin. Inside Austin is a locally produced show with an emphasis on issues for people in the Austin & Central Texas area. In addition, the vast majority of the programming on each of the stations in the cluster is locally originated.

Infinity Radio Austin aids various charitable organizations in the form of airing

promotional spots promoting fundraising events, making in-kind donations of raffle items, being on location to promote registration for events or providing on-air announcers to host events. Many times participation involves all four radio stations, depending on the charitable event and the promotional schedule. Many events have been supported year after year by the stations. Infinity Austin is constantly looking for new ways to be involved in the community. The partial list below of charities that we regularly support illustrates the diversity of Infinity Austin's participation with its community:

**100 Club of Central Texas – 3rd Annual Drew Bolin Golf Tournament** and various fundraising events to support the families of police officers killed in the line of duty, KKMJ-FM, KOYT-FM, KAMX-FM, and KJCE-AM.

**Aids Services of Austin - "Aids Walk,"** KAMX-FM and KOYT-FM.

**American Cancer Society - "Holiday Shopping Card,"** KKMJ-FM and KAMX-FM.

**American Heart Association - "Jump Rope For Heart," "Women In Heart," & "Heart Walk,"** KKMJ-FM and KJCE-AM.

**American Women in Radio & Television - Bachelor Auction** and various events, KKMJ-FM, KAMX-FM, KOYT-FM, and KJCE-AM.

**Any Baby Can - Luau on the Lake at Carlos N Charlie's,** KKMJ-FM.

**Any Baby Can - "Be A Star Campaign,"** KAMX-FM.

**Artie Henry Middle School - "First Annual School Dance,"** donation of raffle items, KOYT-FM.

**Austin Area Food Bank -** Various food collection drives, KKMJ-FM, KAMX-FM, KOYT-FM, and KJCE-AM.

**Austin City Limits Music Festival-**, a 3-day outdoor concert in Zilker Park in Austin, September 17-19. Over 215, 000 people attended the event. Provided 8 hours of continuous live broadcasting each day of the event, keeping listeners posted on traffic news, weather issues, and event information, KAMX-FM.

**Austin Junior Forum - "Teddy Bear 5K - Christmas At Caswell,"** KKMJ-FM.

**Austin Junior League - "A Christmas Affair,"** KKMJ-FM.

**Austin Under 40 - "Annual Austin Under 40 Fundraiser,"** KKMJ-FM, KAMX-FM, KOYT-FM, and KJCE-AM.

**Bastrop ISD - "Project Graduation,"** donation of raffle items, KOYT-FM.

**Big Brothers Big Sisters -** various events, KKMJ-FM and KAMX-FM.

**Bikes for Kids** - in-house charity, distribute 500 brand new bikes for needy children, KAMX-FM.

**Blood & Tissue Center of Central Texas** - Annual October Blood Drive, KAMX-FM.

**Capital Area Food Bank** - "Women's Adventure Race," "Home is Where the Heart Is" KAMX and various events, KKMJ-FM, KAMX-FM, KOYT-FM, and KJCE-AM.

**Chase McGowan** - Non-profit organization that raises money for a lung and liver transplant for Chase McGowan, KKMJ-FM, KAMX-FM, KOYT-FM, and KJCE-AM.

**Covington Middle School** - "Family Fun Night," donation of raffle items, KOYT-FM.

**Crisis Nursery** - various fundraising events and donation drives, KKMJ-FM, KAMX-FM, KOYT-FM, and KJCE-AM.

**Cystic Fibrosis Foundation** - "Rick Barnes Charity Golf Tournament," KKMJ-FM and KJCE-AM.

**Exchange Club of Austin** - Zilker Park Kite Festival, KKMJ-FM.

**GEICO** - "Annual Children's Hospital Fundraising Campaign," donation of raffle items, KOYT-FM.

**James Bowie High School Band** - "Party 'til the Dawgs Come Home II", donation of raffle items, KOYT-FM.

**Kelly's Team** - "Muddy Buddy" and various events, KAMX-FM.

**Rise Up Inc.** - "Rising Star Basketball Camp," raffle item donations, KOYT-FM.

**Kid Safe** - various events to ID kids in case of a kidnapping, KAMX-FM.

**SPCA** - "Pet of the Week," On-air feature promoting pet adoption as well as including the various shelters in the Austin area in station events promoting pet adoption, KKMJ-FM, KAMX-FM, and KOYT-FM.

**Lady Bird Johnson Wildflower Center** - "Wild Ideas Shopping Bazaar," fundraising event, KKMJ-FM.

**Leukemia & Lymphoma Society** - "Bachelor Auction," KAMX-FM.

**Leukemia & Lymphoma Society** - "Light The Night," KKMJ-FM.

**Lone Star Oncology** – "Majic of Christmas" Toy Drive, KKMJ-FM.

**The Majic of Christmas**—In 2003 provided toys, food and clothing to over 900 needy Central Texas Children, KKMJ-FM.

**Make A Wish - "Breakfast With Santa," KKMJ-FM.**

**National Ovarian Cancer Society - "Tea With A Twist," KKMJ-FM.**

**Oak Creek Village Community Center - "Children's Christmas Party",** donation of raffle items, KOYT-FM.

**Susan G. Komen Breast Cancer Foundation - "Race For The Cure,"** Run/Walk event, KKMJ-FM, KAMX-FM, KOYT-FM, and KJCE-AM.

**Susan G. Komen Breast Cancer Foundation - "Shop For The Cure,"** Run/Walk event, KKMJ-FM, KAMX-FM, KOYT-FM, and KJCE-AM.

**Share Our Strength - "Taste of the Nation," KKMJ-FM.**

**Shoes for Austin -** Annual fundraiser/ walk/ run, KKMJ-FM, KAMX-FM, KOYT-FM, and KJCE-AM.

**Wright House Wellness Center - "A Mid-Summers Night Dream," KKMJ-FM.**

**YMCA - "Team Leadership Program",** donation of raffle items, KOYT-FM.

**Young Women's Alliance -** various events, KAMX-FM, KOYT-FM, and KJCE-AM. Each station also provides a large bank of PSA time for each broadcasting day.

- a. Estimated number of **PSAs** (including 15, 30, & 60 seconds) is 8-10 minutes per day Monday through Friday.
- b. Estimate number of **PSAs** (including 15, 30, & 60 seconds) is 15-20 minutes per day on Saturday and Sunday.
- c. The option of posting local **PSAs** on each station's website is offered, including a link to that organization.

## ***Baltimore***

### **WQSR-FM**

In December of 2003 the WQSR-FM morning show "Rouse & Company" created and produced compact disc and cassette offerings of original and parody recordings to benefit the WQSR-FM Children's Fund.

Since 2003, WQSR-FM's association with Baltimore Ravens Radio has produced and

sold bobble heads of personalities associated with Baltimore Ravens broadcasts, for the purpose of donating proceeds to the Children's Fund.

WQSR-FM is the media and execution partner of the Baltimore Duck Derby, benefiting the Ray Lewis Foundation. The event raises money for children's charities.

Every January, WQSR-FM co-sponsors and executes the "Polar Bear Plunge" in conjunction with the Maryland State Police, raising hundreds of thousands of dollars over the past five years for Maryland Special Olympics.

Maryland Special Olympics has also benefited from the personal involvement of WQSR-FM's staff and personalities in bicycle and running marathons.

In 2004, WQSR-FM hosted their first annual Raven Radio Golf Tournament. The event raised funds for the Adaluis Thomas Foundation, which benefits inner-city youth programs.

### **WLIF-FM**

WLIF-FM is a major media sponsor and participant for the Race For The Cure, an event organized by the Susan G. Komen Breast Cancer Foundation. The radio station interviews breast cancer survivors for broadcast. WLIF-FM has its own team that walks in the 1-mile fun walk. The morning show, "Greg and Tamara," are co-hosts of the event.

WLIF-FM and the Johns Hopkins Children's Center get together each December for "The Celebrity Tie Auction." Celebrities autograph ties created by hospitalized children who receive services of the Johns Hopkins Children's Center. These ties are auctioned off on-air and all proceeds benefit the Children's Center.

Each year in March, WLIF-FM organizes and hosts an Academy Awards viewing party at a local theatre. All money raised from the event goes to the Children's Cancer Foundation. Some of our concerts throughout the year have benefited charities with local chapters such as The Ronald McDonald House Children's Charity and the Dyslexia Tutoring Program. There are several events in which WLIF-FM is involved including "Zoomerang" which benefits the Baltimore Zoo, The Chocolate Affair for the Center For Poverty Solutions, Book Bash benefiting Literacy Works Program, Maritime Magic for the Living Classrooms Foundation, Spotlight benefiting The Chimes, Sleigh Bell Pops for The Junior League of Baltimore, and The Culinary Extravaganza benefiting Meals on Wheels of Baltimore.

### **WWMX-FM**

WWMX-FM serves as a charitable partner for Baltimore's neediest communities.

"Stuff A Bus" is an annual food collection event that literally stuffs multiple city transit buses with bags of food to benefit the hungry between Thanksgiving and Christmas. In the past five years, over two tons of food have been collected for the Maryland Food Bank.

For over fifteen years, "The Mix 106-5 Johns-Hopkins Radiothon" has raised funds for the families and children treated at the Johns-Hopkins Children's Center. In the last five years, the station has raised over five million dollars for the Children's Center and the Children's Miracle Network.

"Mistletoe Meltdown" is a charitable holiday concert that raised funding and toys for worthy charities throughout the city. We also have donated to Toys for Tots, local schools, local hospitals, children's centers and local charities. Over the past year, WWMX-FM has participated in the National Kidney Walk, Register to Vote America, Jones Falls Walk and various local neighborhood events.

WWMX-FM serves the community with local public affairs programming on a weekly basis. In addition, WWMX-FM participates in the annual Baltimore community ascertainment program.

### **WXYV-FM**

As a new format offering in Baltimore, WXYV-FM is already heavily entrenched in serving the community through association with charitable causes like Toys for Tots, KNOW HIV, golf tournaments, various motorcycle toy runs, Ride to Remember 9/11 benefiting families of those who lost their lives that day, and The Kennedy Krieger Motorcycle Jamboree. The WXYV-FM Santa's Little Helpers raised funds and served breakfast at the Our Daily Bread kitchen. WXYV-FM raised funds for the Ed Block Foundation, participated in Register America where new voters were registered for the 2004 election and supported various Harley-Davidson Children's Charities among others.

WXYV-FM airs locally influenced public affairs programs weekly. WXYV-FM also participates in the local Ascertainment Day program offered through membership in the Baltimore Broadcast Coalition.

### **WJFK-AM**

WJFK-AM has supported and promoted awareness of various non-profit and charity initiatives including: The Ravens Fund for Families, The Living Classrooms Foundation via the Maritime Magic event and 'Mac's Miracle Fund', which is a Special Olympics fundraiser spearheaded through former Raven Michael McCrary. The station supported the Ravens Family Food Drive, an annual canned food drive put on by the wives of Ravens players. WJFK-AM promoted of the 'CHIMES' event, which benefits children with learning disabilities. The station promotes and broadcasts 'Fight for a Cure,' a

boxing event benefiting a different non-profit organization each year. Promotion and support from WJFK-AM of the annual 'Ray Lewis Duck Derby', which benefits the Ray Lewis Foundation. The station is also involved in the promotion of 'Covering Kids', an organization that creates awareness of insurance needs of low-income families. WJFK-AM is also involved in our annual 'Taste of Baltimore' event benefiting the Children's Cancer Foundation. WJFK-AM has promoted blood drives, health screenings, disaster relief efforts that are tied to a local sports team. WJFK-AM's website is used to promote the above events by giving information regarding the charity, dates and times of a particular event and how to make donations.

WJFK-AM is an 'All-Sports' format radio station that offers locally originated sports talk programming on a daily basis. The station airs a weekly Public Affairs show on Sundays, entitled 'Sunday Morning', along with occasional Public Service Announcements. 'Sunday Morning' is an hour long public affairs show hosted and produced by the News Directors of sister stations WLIF-FM-FM, WQSR-FM, and WWMX-FM-FM; along with local news reporter / anchor from sister TV station WJZ.

### **WBGR-AM**

WBGR-AM airs a program called "Focus" four times weekly. This program covers local issues of crime, economy, charities, drug abuse and business. Community leaders are invited to host the show. "A Corner to Chat" is aired twice a week with guests from all walks of life. The program has as hosts motivational speakers, community leaders, church leaders, and local authors. Topics range from self-help to healthy living, fitness, weight loss, medical, crime and politics. WBGR-AM also airs live and recorded PSA announcements daily. WBGR-AM is also a member of the Baltimore Broadcast Coalition and participates in the local community ascertainment program.

### **WBMD-AM**

WBMD-AM addresses the needs and concerns of the Baltimore area through its public affairs programming. Issues of concern are identified and covered through programs or public service announcements. On the weekends, WBMD-AM airs the public affairs program Focus that covers current issues of concern to our community. WBMD-AM provides recording facilities for the program Public Safety Spotlight, produced by the Maryland Department of Public Safety and Correctional Services. Public Safety Spotlight also airs on WBMD-AM each weekend as part of our extensive coverage of local issues. WBMD-AM participates in the annual Baltimore Broadcaster's Coalition ascertainment meetings. WBMD-AM is able to identify the needs and concerns of the Baltimore area through our consultation with community leaders. WBMD-AM culls its public service announcement list from solicitations by local organizations.

## ***Boston***

## **WBCN-FM**

WBCN's Promotion Director is the annual host of The Metro West Humane Society's auction held every November. WBCN contributes a variety of prizes to auction off during the event, which helps raise money for the animal rescue league.

Each year WBCN participates in the Hyannisport Challenge to benefit Best Buddies. This event is hosted each year by Anthony Shriver and consists of an 85-mile scenic bike ride from the JFK library in Boston to the Kennedy Compound in Hyannis. Each rider is paired with a mentally challenged individual from Best Buddies for the ride. WBCN supports the event each year by airing PSAs on the station and making van appearances at several water stops along the way to give away prizes.

For the past 9 years WBCN has been putting together the River Rave concert, which is held in the spring. Over 20-plus bands participate in the all-day event and portions of the proceeds are donated to the charities the station has selected as benefactors of the rave. Over the last 9 years the station has donated hundreds of thousands of dollars to these charities. Charities involved over the years have been The Surfrider Foundation, Metro West Humane Society, Save the Music, Community Servings, Stop Handgun Violence, MassMic, LifeBeat, The Jordan Boys and Girls Club of Chelsea, The Dana-Farber Roni Sunshine Fund and more.

For the past 7 years WBCN has been putting together its X-Mas Rave concert, which is held in the winter. The concert consists of over 20 bands playing in different bar locations all over Boston. All proceeds generated for this concert are distributed to charities the station has selected as benefactors of the concert. Over the past 7 years WBCN has donated over hundreds of thousands of dollars to these charities. Charities that have been involved over the years are Stop Handgun Violence, the Dana-Farber Roni Sunshine Fund, The Mark Sandman Music Education Fund, Conservation Law Foundation, Boston Living Center, Margaret Fuller House and more.

Chachi Loprete hosts the annual Cystic Fibrosis "Run Like Hell" Halloween Road Race each year. The race is an effort to raise money in an effort to find a cure for cystic fibrosis. WBCN supports this event by making a van appearance at the beginning of the race and giving away various prizes.

For over 29 years WBCN has held their annual "Rock n' Roll Up Your Sleeve" Blood Drive in July making significant contributions to the region's volunteer blood donor program for the American Red Cross. WBCN sets-up stands and holds live broadcasts from four different locations around Boston. Prizes are given away to everyone that participates in the blood drive as well. It is the largest blood drive promotion in Massachusetts.

WBCN is responsible for setting up The Roni Sunshine Fund at the Dana-Farber Cancer Institute. The fund was set up in memory of the station's co-worker, Roni Sunshine. As a result of WBCN's efforts, the Fund continues to make an extraordinary impact on the

lives of women fighting breast and gynecologic cancers at the Institute.

WBCN is one of the sponsors for the yearly Boston Sea Rovers Underwater Clinic. The Sea Rovers participated in their 49<sup>th</sup> clinic this past March. The two-day event is held to increase awareness and appreciation of the marine environment. WBCN supports the event by airing PSAs encouraging listeners to attend as well as being present at the clinic and giving away prizes.

WBCN has also been for the last two years the official media sponsor for Project Bread's Ride for Hunger, which is held each year during the month of September. More than 1,000 cyclists and volunteers participate in Project Bread's Ride for Hunger yearly.

WBCN's Promotion Director, Chachi Loprete, attends the annual "Knock Out Autism" Golf Classic as a member of the celebrity golfers team. WBCN donates prizes each year for the auction held immediately following the golf match.

WBCN produces a CD entitled "The Naked Disc" once a year with various artists on it. It is sold in select stores and all proceeds are donated to charity. Stop Handgun Violence, The Dana-Farber Sunshine Fund, Berklee College of Music and The Boston Institute for Arts Therapy have been recipients of the benefits in the past.

WBCN has run an extensive PSA campaign in support of spreading awareness of HIV/AIDS.

The Boston Sunday Review is a two-hour public affairs program that airs every Sunday, 7AM-9AM. This program covers issues that are of concern to people in the Boston area. The host of The Boston Sunday Review, Mat Schaffer, schedules guests to discuss these issues on this program, thus making the show issue responsive.

WBCN has 128 scheduled spots per week dedicated to both written and recorded Public Service Announcements. A great majority of these PSAs cover issue-related topics.

## **WBZ**

WBZ NewsRadio 1030 is committed to the local business community and provides an ongoing, invaluable and topical series of breakfast forums. The WBZ Business to Business Breakfasts are offered quarterly as a free service and continually draw more than 700 distinguished CEO's, executives, professionals, small business owners and listeners to each event.

WBZ Radio Host Jordan Rich takes listeners on a radio tour through New England with the family friendly weekend feature "New England Weekend." Six times per weekend Jordan highlights some of the flavor of New England and informs listeners how they can join in on the fun.

WBZ Radio provides non-profit telephone information, referral and action service dedicated to resolving listener's consumer problems. WBZ's Call For Action uses professionally trained volunteers to act as a buffer between the consumer and the company. Call for Action serves as a source of information about community problems, and acts as a referral agency for people with nowhere to turn. Call For Action recovers thousands of dollars in goods and services for New England consumers every year.

WBZ's Call For Action hosted a special "Ask a Lawyer" evening this year, which included dozens of local lawyers staffing a phone bank at WBZ to take phone calls from listeners and help them with legal problems. WBZ also host one of the lawyers on the David Brudnoy Program to promote and publicize the free public service event.

WBZ Radio provides public service time for community groups for their particular organizations to broadcast their message about community or fundraising events. Some of the issues that WBZ provides organizational PSA time for is: children's health, hunger, various medical diseases, pet saving programs, AIDS, etc.

WBZ Radio personalities make personal appearances at community events on a regular basis. WBZ morning news anchor Deb Lawler made two appearances this year at programs targeted to teach young children to read.

WBZ talk show host Jordan Rich makes many personal appearances each year. Jordan Rich's personal appearances for 2004 include:

January 12, 2004 - Host/MC for American Cancer Society Daffodil Luncheon at the Boston Harbor Hotel. Event kicks off annual campaign to raise money for cancer research and care.

February 5, 2004 - all day taping of students at St. Brendan's School in Dorchester, part of the "Well Said - Children's Words of Wisdom" project. The book "Well Said," by Sister Bridget Haase was on CD by Jordan Rich and sold through his program with all proceeds benefiting Children's Hospital Boston. CD sales from the first run topped \$5000.00. Another 500 CD's have been produced for sale during the upcoming holiday season. Jordan Rich also served as narrator and producer.

March 2, 2004 - Annual Dr. Seuss Reading to Kids Day at Garfield School in Revere. Jordan Rich reads to students.

March 7, 2004 - Guest auctioneer and host at Road to Responsibility Auction in Weymouth. Road to Responsibility trains the mentally handicapped for jobs and places them in jobs throughout the community.

March 25, 2004 - Host and guest auctioneer at Baby John Fund event at Museum of Science. Baby John Fund supports parents who have high living expenses (parking, renting apartments near hospitals, meals etc.), while their children are being treated in hospitals.

March 27, 2004 - Guest auctioneer at fundraising auction at Temple Beth Sholom in Framingham, Massachusetts.

April 28, 2004 – Guest speaker at graduation ceremonies, Connecticut School of Broadcasting, Wellesley, Massachusetts.

April 29, 2004 – Host and MC for Jerry Williams Memorial Dinner to raise money for communications scholarship at Boston University.

April 30 and May 1, 2004 – On stage actor (donating his services) participating in annual Radio Classics Live theatrical show at Massasoit College in Brockton. The event was held to raise money for students' scholarships at the school.

May 2, 2004- Host and MC for Awards Luncheon for Sisters of Charity of Halifax featuring the Elizabeth Seaton Community Leadership awards.

May 6, 2004 – Panelist on media discussion forum at the New England Institute for Art and Design in Brookline, Massachusetts.

May 23, 2004 - Host and guest auctioneer at annual Newman School of Boston auction to raise money for the school and a scholarship fund.

June 4, 2004 – Board of Directors Award Luncheon attendant for the American Lung Association of Middlesex County. At this award, Jordan Rich received award for service on the board.

June 17, 2004 – Host and MC of annual D.O.V.E. (End Domestic Violence Now organization) awards dinner.

September 11, 2004 – Host and MC at Self-Esteem Organization of Boston annual dinner dance for senior citizens held at the Copley Plaza Hotel in Boston.

WBZ Radio's Program Director serves on the Central Committee for a local church fundraising program that will build a meal center in Lawrence, Massachusetts, which is the poorest community in the state. The fundraising campaign plans to raise 1.4 million dollars to build and operate the meal center.

WBZ Radio's chief engineer has a leadership role in planning and preparedness of the Emergency Alert System, nationally and statewide in Massachusetts. He is also the President of the Primary Entry Point Advisory Committee (PEPAC), which works with FEMA and The Department of Homeland Security to maintain the existing system and develop new technologies and strategies for National Level warnings over the Emergency Alert System (EAS). The Committee works with the 35 Primary Entry Point stations to ensure they maintain the security and reliability of their facilities for service to the

Primary Entry Point program. He chairs quarterly meetings with the PEP station representatives and representatives from FEMA/DHS.

He is the Chair of the Massachusetts State Emergency Communications Committee (SECC) working with the radio and Television stations in the State and with the Massachusetts Emergency Management Agency to develop and maintain the state's Emergency Alert System. This includes encouraging the stations in the state to fully participate in the state plan and assisting them with their equipment installation, programming and operation.

He is the broadcast representative on the Massachusetts Amber Alert Committee. In this capacity he worked with State and local law enforcement to develop the plan, its implementation and ongoing review. He also tracks the performance of the EAS in delivering each AMBER alert and works with the broadcast stations and cable systems to resolve any issues. He participates in the annual AMBER conferences sponsored by the Department of Justice.

### **WODS**

For 17 years, The Free Summer Concert Series has been the largest ongoing music festival of its kind. Every summer, Oldies 103.3 brings the superstars to the Hatch Memorial Shell. In the past few years, the Monkees, Smokey Robinson, Gladys Knight, the Temptations, KC and the Sunshine Band and dozens more have graced the stage and entertained thousands of Bostonians.

Oldies 103.3 does its part to raise awareness of the local theatre district. The station is constantly promotion Boston stage productions by giving away tickets to shows ranging from Mamma Mia and the King and I to Les Miserables and the Producers. Sometimes, we target classrooms to participate in these contests as a way to promote teamwork and recognize the importance of culture and the arts. This Holiday season, Oldies 103.3 will sponsor the Boston Ballet and the radio City Rockettes.

Oldies 103.3 has been the radio sponsor of local events such as the Cystic Fibrosis Walk and Miles for Michelle 5K and has donated thousands of dollars worth of tickets and station merchandise to be used for local fundraising raffles and auctions.

Every year, Oldies 103.3 is the radio sponsor of a program that invites listeners to bring canned food to their local Showcase Cinema. In return, they get admission to a holiday classic film every Saturday for a month leading up to Christmas. This year, Oldies 103.3 is working with the Boston chapter of the Make a Wish foundation and hosting a two day radiothon encouraging listeners to donate and help grant wishes to terminally ill children in Boston.

The Kids At Risk annual ticket auction is executed on-line with on-air promotional support. WODS is given an allotment of premium seats to some of the most coveted

shows in town. The highest on-line bidder gets the tickets, and the proceeds send local kids to go camp the next summer.

### **WBMX**

While the opportunity to carry nationally produced or syndicated public affairs programs at no cost is available to the station, WBMX has instead elected to produce, at its own cost, two 30:00 minute weekly shows specifically aimed to address local interests. *Boston Neighborhood Forum* and *New England Lifestyles* are focused squarely on the people and issues shaping the community of which the station is a part.

When the station's parent company asks for help raising public awareness of a national issue, such as the Kaiser Family HIV/AIDS Initiative, WBMX addresses the request from a local perspective. In the case of the HIV/AIDS Initiative, the station designates the Boston-based AIDS Action Committee as the local charity recipient of the initiative.

In addition, WBMX invites members of the community on air to discuss upcoming events of interest to the community. For example, the "John Lander Morning Show" invited Eddy Barbosa, a local recipient of a granted wish from the Make a Wish Foundation to talk about his wish and an upcoming program sponsored by the foundation.

The single biggest commitment WBMX has made toward helping the community is the "Mix Cares For Kids Radiothon," which WBMX staged in 2003 on July 25<sup>th</sup> & 26<sup>th</sup>. The two-day broadcast brought the station talent live from the local Children's Hospital, with a mix of interviews and songs integrated with stories of families helped by Children's Hospital, and a call to action to donate money. The station fundraiser raised over \$460,000 during the broadcast.

WBMX is also a major supporter of the "Susan G. Komen Race for the Cure Boston" benefiting breast cancer research each September. In conjunction with the race, WBMX has produced four (4) "Live from the Mix Lounge" CDs, with the net proceeds benefiting the Race for the Cure, as well as the Dana Farber Cancer institute in Boston. Typically, each CD has raised between \$40,000 - \$100,000 for the two charities.

In addition, the station has utilized its annual holiday concert "Mix 98-5 Holiday Hoedown" as an opportunity to collect toys for the New England Home for Little Wanderers. Dating back to 1799, the mission of the Home is to ensure the healthy development of children at risk, their families and communities through an integrated system of prevention, advocacy, research and direct services.

WBMX also runs 10 public service announcements per week during the morning show drive from 6:00-9:00am. The station picks two PSAs sent to the station each week and runs them once a day on a rotating schedule. A few of the many organizations for which the station has carried a message include: American Lung Association, Race for the Cure, Boston Partners in Education, FleetBoston Classic/Nashawtuc Charities, Metrowest Summerfest, Boston Harborfest, Vision Community Services, Spinazzola Foundation,

Make a Wish Foundation, About Women By Women, Big Brother House of Dreams, Breast Cancer Awareness Month, Special Olympics, Domestic Violence, Doug Flutie Race for Autism, Substance Abuse Hotline, Dad's Make A Difference, Hanscom Air Show, American Cancer Society, and Charles River Run.

### **WZLX**

WZLX helped participate in the American Red Cross Blood Drive held in January of 2003. Morning Show DJ Steve Sweeney hosted live from the event and encouraged listeners to come and donate blood. A station vehicle was present during the broadcast as well giving away prizes to everyone that donated blood.

In February of 2003 WZLX's Morning Show Host Steve Sweeney reached out to the community over the course of three live broadcasts in an effort to raise much-needed funds for The New England Shelter for Homeless Veterans. The morning show traveled to various Dunkin' Donuts and collected funds.

In March of 2003 WZLX's Lauren Verge, host of the Sunday morning show Common Ground, along with guest host Mayor Tom Menino held a comedy show entitled Canned Laughter at Faneuil Hall's Comedy Connection to raise money for the Greater Boston Food Bank. A silent auction was held following the show as well. WZLX helped to raise over \$12,000 for the Greater Boston Food Bank that night.

Each year WZLX also participates in the Hyannisport Challenge to benefit Best Buddies. This event is hosted each year by Anthony Shriver and consists of an 85-mile scenic bike ride from the JFK library in Boston to the Kennedy Compound in Hyannis. Each rider is paired with a mentally challenged individual from Best Buddies for the ride. WZLX supports the event each year by airing PSAs on the station and making van appearances at several water stops along the way giving away prizes.

In June, WZLX Morning Show DJ's Steve Sweeney and Lance Norris participated as part of a celebrity four-member golf team to benefit Answer House's Drug and Rehab Facility in South Boston. The event helped to raise \$10,000 for the program.

WZLX's Afternoon DJ Chuck Knowlin participates yearly in The Great Mass Getaway. The event involved Chuck riding his bike from Boston to Providence in an effort to raise money for The Central New England Chapter of The National Multiple Sclerosis Society.

WZLX's Afternoon DJ Chuck Knowlin also participated in the Cystic Fibrosis's Cycle for Haylee's annual charity bike event.

The morning show broadcasts during the 2003 holiday season will raise money for rebuilding the Vietnam Vets statue in Swampscott, collect blankets for the Homeless Vet's Shelter, and broadcast live in December from a local blood drive as the need for

blood becomes critical during the holidays.

WZLX has 128 scheduled spots per week dedicated to written Public Service Announcements.

## ***Buffalo***

### **WBUF**

The station runs 25 PSAs per week promoting local organizations. The station also runs an hour and a half of local public service programs on Sundays.

WBUF is also the exclusive station promoting a yearly concert with all local bands called “Rock The Halls.” All proceeds and donations go to Toys for Tots in Western New York.

WBUF has been involved in numerous food drives raising food and cash donations for local charities. All of the charitable organizations are local and all money/donations raised stay in Western New York. The station has also been involved with a radiothon for Buffalo Children’s Hospital. The station has also been involved in promoting and/or hosting many annual benefit walks like Cystic Fibrosis, Breast Cancer and Lite the Night.

All of the station’s air talent has donated time speaking at local colleges and high schools. Some of the local organizations where the station has donated emcees, airtime, and/or station prizes are Iron Island Preservation, Olmstead Parks, Aids, Cancer Walks, and various lawn fetes and street parties.

### **WBLK**

Each year in the Spring & fall, the station hosts the most successful diversity recruitment event in Western New York. Thousands of job candidates meet with representatives from major corporations and local businesses to discuss job openings from entry level to executive level in various career fields.

This year at the “Universoul Circus” in Martin Luther King Jr. Park, WBLK donated hundreds of tickets to underprivileged children to experience the sights and sounds of the “Universoul Circus,” an African-American oriented circus. In addition, WBLK, in partnership with the circus organizers, donated 600 tickets to the City of Buffalo Mayor and Buffalo Public School Superintendent to distribute to various elementary schools throughout the city.

Each year, WBLK’s “Rim Rocker” 3-on-3 Basketball Tournament is held in Martin Luther King Park in an effort to open the lines of communication between inner-city youth and law enforcement. Over the years, WBLK has raised approximately \$15,000 from team application fees to benefit several youth organizations and community centers across the city.

December 2003 will commemorate the 15<sup>th</sup> annual Central City Café Radio-a-thon, a live broadcast with the Morning Show to help raise funds and non-perishable donations for a soup kitchen in the basement of the church. Each year, WBLK's Morning Show personalities have encouraged hundreds of listeners to join them for breakfast at the church, all while raising thousands of dollars for this worthy cause. Over 15 years, the radio-a-thon has helped raise over \$40,000.

As part of WBLK's on-going commitment to education and literacy, WBLK adopted the Harry F. Abate Elementary school in Niagara Falls, NY to help encourage the student body of 800 classmates meet its collective goal of reading over one million words this year. In addition to conducting a live Morning Show broadcast from the school, WBLK came back to the school with an early Christmas present, a donation of 1000 new Scholastic Books to help students meet their reading objectives.

### **WECK**

WECK is involved in the community running a locally produced feature everyday called the "WECK Daily Digest" that presents non-profit events that would be of interest to the WECK audience.

WECK also holds four Big Band Dances each year that are free to the station's audience and the senior community! Average attendance is 700-people who enjoy 3-hours of live Big Band music & dancing.

The station has also been actively involved with fundraising efforts in the community for the American Cancer Society with their Making Strides Against Breast Cancer Walk, the Leukemia Society's Light the Night Walk, Hospice Memorial Walk and Meals on Wheels Wheel-a-thon.

WECK has also partnered with AARP over the past couple years through workshops to gain awareness and support of legislation to aid Grandparents rights and senior programs in NY state, plus senior activities during Grandparents Day at the Erie County Fair.

### **WJYE**

WJYE is very involved in the local community in Western New York. The station runs 77 locally produced public service announcements per week called "In Your Community" featuring non-profit events that fit the station's audience.

WJYE has hosted a charity concert with Jim Brickman and Donny Osmond at Christmastime with 100% of the proceeds going to benefit the Buffalo Food Bank.

WJYE has, with the rest of the Infinity Buffalo cluster, conducted a RadioThon with Children's Miracle Network raising \$50,000 to benefit Buffalo's Women's and Children's Hospital.

The station has also been radio sponsor of the American Cancer Society's "Making Strides Against Breast Cancer Walk" (5,000 to 6,000 walkers annually) raising hundreds of thousands of dollars since its inception, with this year's walk being the most successful to-date.

CJ Lee of WJYE's *Joe and CJ in the Morning* is training again for the American Red Cross' 25 mile marathon, identical to the one she ran one two years ago, when doing mornings with our Country station WYRK. In the last marathon CJ placed in the top third of all participating runners across the U.S.

WJYE has been awarded the "Media Award" from the local chapter of the Leukemia and Lymphoma Society three years running for the Leukemia Society's "Light The Night Walk," which brings more than 3,500 walkers every year to Buffalo's historic Delaware Park.

WJYE this year partnered with Hospice for their Playhouse Project, featuring miniature homes that families toured, and then purchased through auction, as well as Hospice's 5k Walk. The monies raised through both events combined totaled \$500,000 to benefit Hospice.

In addition, WJYE personalities from AM Show hosts Joe & CJ to midday and afternoon personalities Bob Galli and Mike McQueen host numerous charitable events throughout the year.

### **WYRK**

WYRK is involved in many local charities where the all money raised stays in Western New York. For example, last year the station raised over \$200,000 for Buffalo Children's Hospital. This year the station raised nearly \$100,000 for Buffalo Hospice.

Every year the station also works with Western New York Against Drugs and Alcohol to encourage station listeners come to the Erie County Fair and spin the station's "Wheel of Prizes" for a dollar donation. All proceeds go the charity. The station always raises around \$10,000 during the fair for the charity.

WYRK is also involved in countless Music Jamborees through out Western New York. The station supports those with on air mentions, interviews and on air talent emceeing the events.

### **Cluster**

For the last four years Infinity Buffalo as a cluster held a holiday lights event in Buffalo's Delaware Park from the week prior to Thanksgiving through Christmas. The event was called Lights In The Park with a portion of the proceeds going to the United Way of Buffalo and Erie County. The contribution to the United Way totaled over \$200,000.

The Buffalo cluster this fall is, for the second consecutive year, doing remote broadcasts,

and hosting events to raise money for the Buffalo City Mission. Last year with the help of Infinity Buffalo, the City Mission raised 1.3 million dollars.

## *Charlotte*

### **WBAV**

WBAV prides itself on being the voice for the African American community. As such, the station has been involved in numerous efforts to affect the community in a positive manner:

- The Winter Coat Drive spearheaded by on air talent Chirl Girl—provides coats, toiletries, etc. to homeless men. It also resulted in more than \$8,000.00 raised for the shelter in less than six hours in 2003.
- The Anita Stroud Foundation---An annual radiothon held to raise money to send inner city children to camp. The most recent effort raised more than \$35,000.
- Susan G. Komen Race for the Cure--- Annual Breast Cancer Awareness community effort. WBAV collaborates with the American Cancer Society for the race.
- WalkWest—For a third year, WBAV was asked to collaborate with the Healthy Families/Healthy Communities initiative (under the guidance of the Mecklenburg County Health Department) to spearhead the largest walkathon in Charlotte's primary African-American community. Close to 1,000 participants turned out for the walk and the follow-up health fair and panel discussion with health care professionals lead by WBAV News & Public Affairs Director Beatrice Thompson.
- HIV/AIDS Awareness Campaign—News & Public Affairs director Beatrice Thompson has spearheaded efforts between WBAV and the Regional HIV/AIDS Network that includes the local faith organizations (R.A.I.N.) to provide airtime for public service announcements, talk show topics and as a clearinghouse for information to the public.
- Community Responsive Programming - In addition to the partnerships, WBAV uses its public affairs programming to provide even more access to the community and organizations to aid them in getting their message across to the

public.

- Since January, 2004 WBAV has partnered with organizations like Alpha Phi Alpha to do voter registration drives for the upcoming primary elections and for the Nov. 2 elections. During third quarter the efforts were stepped up to drives twice per week for six weeks with close to 250 new and/or updated registrants.
- WBAV provided a full day remote at University Baptist Church in Charlotte, soliciting supplies for the religious organization to take to Ghana, Africa. The church is supporting a medical clinic and a school in that nation. Listeners responded with toiletries, as well as medical supplies.
- Thru a series of financial seminars and live remotes, WBAV was able to assist the Urban Bankers Group in getting more than 200 people over the course of three events to review their financial health and make changes to secure their families future.
- As a part of our effort to get listeners to take care of total self, WBAV co-sponsored the Healthy Eating Day at the Home Economist, a health food grocer and a local fitness trainer conducted seminars with over 150 participants coming and seeking information to better improve their health.

### **WFNZ**

WFNZ devoted its time and talent to the following causes:

- 2003 Leukemia Lymphoma Society – Fund raising campaign \$ 5,625.00
- 2002 Leukemia Lymphoma Society – Fund raising campaign \$ 7,051.00
- 2003 Muscular Dystrophy – Fund raising campaign 1,443.00
- 2003 Children's Hospital Silent Auction - \$250.00
- United Way Campaign – Fund raising campaign
- 15 Annual Charity Golf Tournaments
- Dell Curry Foundation
- Annual Shriners fund raiser
- Son Foundation Golf Tournament
- 911 Bowling Alley
- Jam Pack Local Sporting Events
- Wachovia PGA Golf Event

### **WNKS**

WNKS devoted its time and talent to the following causes:

- 2003 Leukemia Lymphoma Society – Fund raising campaign \$ 5,625.00
- 2002 Leukemia Lymphoma Society – Fund raising campaign \$ 7,051.00

- 2003 Muscular Dystrophy – Fund raising campaign 1,443.00
- 2003 Children's Hospital Silent Auction - \$250.00
- United Way Campaign – Fund raising campaign
- All of the following events below Benefit Ace & TJ's Grin Kids:
- Brickhouse Gold Tournament - April
- Second Chance Prom - May
- Grin Kids Gala - August
- Grin Kids 5K/10K - September
- Vinnie's Golf Tournament - September
- Grin Kids Charter to Disney World - October
- Ace & TJ CD proceeds - November/December
- Charity Case concerts are conducted from January to December
- 2002/2003 Police Officers Slain In The Line Of Duty
- YMCA Family Fitness Day - November 7th
- Rockin' in the Park - October 4th (March of Dimes Benefit)
- Reindeer Romp 5K - December 6th (
- Scarowind's/American Red Cross Blood Drive - October 17th
- Ri-Ra After Five - Thursdays in June, July, and August. proceeds benefit KIDS FIRST)
- Union County School District - September 6th (fundraiser for the area schools)
- Charlotte Labor Day Parade - September 1st
- Big Fridays - Friday nights during High School Football
- Charlotte Mecklenburg Schools - South Meck High Fundraiser for band equipment - Friday, October 3rd

### **WPEG**

WPEG has served its community with over 3.5 million dollars in donations, partnerships, and sponsorships over the past 10 years. In just this past year alone, WPEG has been a part of the following:

- January 2003 WPEG-FM sponsored the annual United Negro College Fund Telethon at the First Union Atrium in Charlotte. The live broadcast efforts raised a total of over \$350,000 for the area Historical Black Colleges and Universities.
- Also in January 2003 WPEG-FM sponsored the Annual Martin Luther King Jr. Prayer Breakfast at First Union Atrium in Charlotte. More than 850 attended.
- February 2003 Tone-X & Fly-Ty, members of the Breakfast Brothers Morning Show, sponsored "Boys To Men" an outing for African-American boys. The day included a limousine ride, lunch, shopping and a one-on-one conversation with a member of the morning show. The goal was for morning show personalities to bond with a young black male and teach him responsibility and respect.

- March 2003 WPEG-FM News Director Sheila Stewart spear-headed a Step Show Competition co-sponsored by Charlotte Mecklenberg Schools. The show featured 15 area high schools. More than 1500 attended the event at the Grady Cole Center in Charlotte. The event raised enough funds for nine scholarships.
- April 2003 WPEG-FM co-sponsored the Syphilis Elimination Campaign with the Charlotte Health Department to raise awareness about the disease.
- May 2003 WPEG-FM sponsored the Coca Cola Culture Jam, a summer singing series with local artists. It provided a positive entertainment outlet for teens. The event was held in conjunction with Charlotte Meck Park and Recreation.
- Also in May 2003, Janine Davis co-host of the Breakfast Brothers Morning Show, collected new and used prom dresses for young ladies who were unable to afford a dress of their own. Davis collected more than 250 gowns. The event was held at the Afro-American Culture Center.
- June 2003, WPEG-FM co-sponsored the 7th Annual Juneteenth Festival, which featured live music, health displays, African art exhibits and music. The event was held at Independence Park.
- July 2003, WPEG-FM co-sponsored the Annual Kappa Alpha Psi Fraternity Incorporated National Convention in Charlotte. More than 25,000 people were in attendance with special emphasis on the job fair.
- August 2003, WPEG-FM co-sponsored a Back To School Drive for Kids, hosted by evening air personality No-Limit Larry at Eastland Mall. WPEG collected school supplies and donated them to the Charlotte-Mecklenburg school system.
- September 2003, WPEG-FM co-sponsored the Annual "Guess Who's Coming to Dinner" Program for the Metrolina Aids Project to help fund AIDS research and counseling. More than \$150,000 was raised.
- Also in September 2003, WPEG-FM co-sponsored the Annual Charlotte Chapter NAACP Banquet. More than 400 attended the event.
- October 2003, WPEG-FM sponsored the Susan Komen Annual Race for the Cure. The event raised more than \$800,000. The event serves as an annual fundraiser in the fight against breast cancer.
- November 2003, WPEG-FM worked closely with the Charlotte NAACP, Charlotte Chapter Black Political Caucus Banquet and the Hispanic Voter Coalition to encourage minorities to vote in the November 4<sup>th</sup> elections.
- The Christmas season last year brought joy for kids from the Another Choice

Adoption Agency. WPEG-FM sponsored a toy drive for more than 100 kids in the program. The station will sponsor the program again this year.

- Since January 2004, WPEG has participated in several registration drives to get listeners ready for the upcoming primary and November elections
- The No Limit Larry Morning show partnered with Charlotte-Mecklenburg schools to educate listeners on how to get students registered for school
- WPEG teamed up with Mothers of Murdered Offspring to host an Equal Justice Seminar to educate the public on bringing criminals to justice.

### WSOC

Following is a representative list of WSOC Community Service Projects during 2003:

**January:** January 22, 2003: Rockin' Country Christmas Show at Dale Earnhardt, Inc., WSOC sold over 500 tickets to this event and its "Loyal Listeners" attended the show that featured Andy Griggs and Steve Holy. This event raised over \$13, 500 and benefited the Juvenile Diabetes Research Foundation and the Dale Earnhardt Foundation.

**February:** WSOC partnered with Outback Steakhouse to raise over \$5,000 to benefit the Tim Hayes Fund, a local EMT who lost his legs in January while helping another injured motorist. WSOC also formed a "WSOC FM 103 Good Neighbor Fund", in February in which the station partnered with area Wachovia Banks and encouraged the station's "Loyal Listeners" to contribute to this fund and in turn, the station gave to a local charity or organization in need of financial assistance. The amount of money raised for this fund was over \$500.00, so WSOC donated the money to the Kannapolis, NC Non-denominational church, who gave the money to help some of the 700 Pillowtex workers who were laid off due to the company folding.

**March:** The Juvenile Diabetes Foundation- WSOC's Jeff Roper from the Jeff Roper Morning Show was the Celebrity Co-chair and he and WSOC helped the JDRF raise over 1 million dollars this year during their Walk to Cure Juvenile Diabetes, which was held at Paramount's Carowinds on Saturday, March 29<sup>th</sup>.

The American Red Cross- WSOC also supported and promoted an American Red Cross Blood Drive, held on March 10<sup>th</sup> at Cricket Arena.

**April:** WSOC partnered with area Bi-Lo grocery Stores for their Annual "Bi-Lo Operation Goody Bag" Drive, in which WSOC helped Bi-Lo collect over 5 tons of food,

which benefited the Second Harvest Food Bank of Metrolina.

WSOC also partnered with and promoted Weddington High School on April 12<sup>th</sup> for their Annual Blood Drive, which benefited the American Red Cross.

On April 22<sup>nd</sup>, WSOC hosted the Tim Hayes Golf Tournament that also helped raise money for the Tim Hayes Foundation, with all proceeds benefiting Tim Hayes, the Charlotte CMT who lost his legs while helping another injured citizen. The combination of money collected during this golf tournament and through the WSOC FM 103/Outback Steakhouse Fundraiser, enabled Tim to receive two prosthetic legs, which will contribute to him walking again someday soon!

WSOC was the selected host and official sponsor of the Charlotte Firefighters annual fundraiser. This year's event was held at the Cricket Arena and featured Country Music Artist, Ricky Van Shelton. The event raised over \$150,000 for Charlotte area firefighters.

**May:** WSOC was once again chosen as the official sponsor and presenting Media partner to participate in the Harris Teeter Race Fest held on May 19<sup>th</sup> at the Charlotte Knights Stadium, in Rock Hill, SC. This event featured an autograph session with NASCAR Busch Series and Winston Cup Series Drivers, a silent auction featuring lots of sheet metal and autographed NASCAR memorabilia. The event benefited Motor Racing Outreach and raised over \$450,000.

**August:** WSOC partnered with area Charlotte-Mecklenburg Humane Society and conducted a Poker Run on August 16<sup>th</sup> that raised over \$250,000 to help unwanted animals in the community.

**November/December:** WSOC partnered and supported National Readers Day on November 13<sup>th</sup>. Several on-air personalities took time out of their schedules to read to students at the Balls Creek Elementary School in Newton, NC.

WSOC partnered with WBTV Channel 3 and the Salvation Army for the Salvation Army's annual Adopt an Angel, Paper Angel Tree Program. WSOC added Dreamworks Recording Artist, Jimmy Wayne to the event by bringing him to town to appear in various radio and television commercials, and appear on the finale show on December 15<sup>th</sup> held at the WBTV Channel 3 Studios. Jimmy, ironically, was a Paper Angel when he was a child, and because of that experience, has written a song entitled, "Paper Angels", which he sang during the ½ finale show on WBTV Channel 3. The program was a huge success, and the Salvation Army was able to reach their goal of helping over 20,000 children this year for Christmas.

WSOC also devoted its time and talent to the following causes:

- 2003 Leukemia Lymphoma Society – Fund raising campaign \$ 5,625.00
- 2002 Leukemia Lymphoma Society – Fund raising campaign \$ 7,051.00
- 2003 Muscular Dystrophy – Fund raising campaign 1,443.00

- 2003 Children's Hospital Silent Auction - \$250.00
- United Way Campaign – Fund raising campaign

WSOC Program Director and Morning Man Jeff Roper is celebrity co-chair of the Juvenile Diabetes Research Foundation Annual Walk For A Cure, which is the largest fundraiser of that type in the United States. The Walk earlier this year raised close to a million dollars.

WSOC has also provided publicity and support for many other organizations benefiting disadvantaged children such as Make A Wish and The Victory Junction Gang.

In addition the station provides publicity for local clubs, churches and public service agencies, ranging from church barbecues to volunteer fire department fund raisers, with public service announcements.

WSOC has also hosted several private shows featuring nationally known talent to raise money for local charities.

### **WKQC**

WKQC devoted its time and talent to the following causes:

- 2003 Leukemia Lymphoma Society – Fund raising campaign \$ 5,625.00
- 2002 Leukemia Lymphoma Society – Fund raising campaign \$ 7,051.00
- 2003 Muscular Dystrophy – Fund raising campaign 1,443.00
- 2003 Children's Hospital Silent Auction - \$250.00
- United Way Campaign – Fund raising campaign
- Metrolina Aids Project – Fund Raiser
- Developed Pillowtex “Adopt A Pillowtex Family” for people to adopt a laid off worker's family, to pay bills etc.
- Gaston County Boy's & Girls Club - Fund raiser \$6,000
- Cancer patient “Fred Edwards” – Fund raiser \$1,000
- Promoted and hosted Charlotte first “Dog Wedding” benefiting Union County Humane Society. Several on air interviews concerning health of hundreds of dogs taken from abused homes. Humane Society gave updates on where and how listeners could donate and adopt dogs.
- Interviews with NASCAR WIVES AUXILLARY promoting their yearly fashion show and auction fundraiser.
- Interviews with Tim Hayes, Paramedic who lost his legs in “Ice Storm Accident” promoting the Tim Hayes fund.
- Morning show donated time to build Habitat for Humanity project.
- Morning Show promoted “Wish Upon A Star” benefiting children @ Christmas.
- Morning Show & Charlotte Mecklenburg Police dept. collected toys for kids during the Christmas holidays.

## ***Chicago***

### **WUSN-FM**

WUSN conducts a radiothon for St Jude's Children's cancer research each year during the weekend before Christmas and raises over \$1 million in pledges. In 2003, the radiothon collected more than \$1.3 million, the largest amount in the radiothon's history.

WUSN also collects "Coats for Kids," conducts food drives for the Chicago food depository, and holds concerts to benefit the Hundred Club, which supports the families of fallen police and firefighters in the Chicago area.

This month In January 2003, WUSN sponsored HIV awareness month in conjunction with a local Chicago organization "Horizons." In February 2003, WUSN will work to support Chicago Children's Memorial Hospital's burn wing.

WUSN supports a different local charity each month. When it selects the charity, it does a month-long awareness campaign for the charity to educate its listeners on the operations and benefits of the charity and how to both donate and volunteer.

### **WXRT-FM**

WXRT has produced six (6) ONXRT, Live From the Archives CD's. The net proceeds of these CDs have gone to a variety of charities including Chicago House (an AIDS program for families of AIDS patients), the Merit Music Program, which funds music training in Chicago schools, and to a fund to help plant trees in Chicago neighborhoods that were ravaged by the Asian Longhorn Beetle. Typically, each CD raises between \$60,000 and \$100,000.

In addition, WXRT has presented its Concert for the Kids for over ten years, raising thousands of toys for children at local area hospitals.

### **WJMK-FM**

In its largest promotion of the year, WJMK holds a toy drive annually to raise money and toys for local charity. This year will be the 12<sup>th</sup> annual Toy Drive. Legendary personality Dick Biondi collected nearly 16,000 toys and \$20,000 in cash donations in 2003 to benefit Family Care of Illinois.

WJMK is involved in the Forest Grove 5k run which benefits the Walter and Connie Payton Foundation. Also recently, WJMK sponsored and was on hand for "Kids N Kites" an annual gathering promoted by WJMK and the City Of Chicago.

WJMK is in constant communication with local charities regarding community issues that need to be addressed in an effort to increase community awareness.

"Chicago Viewpoint" is another example of a way in which WJMK interacts locally in

the ongoing effort to serve the public interest. Issues such as Alcohol / drug abuse, crime, environment, etc are covered during the course of these weekly shows.

### **WBBM(AM)**

WBBM just completed the 8th annual Anti-Hunger Federation Radiothon. This is a 19-hour event that generated \$160,000 to feed the hungry in Chicago.

WBBM hosts quarterly "Chicago Business Leaders Breakfasts," which are a primary fund-raising program for the Greater Chicagoland Chamber of Commerce.

WBBM, as the Chicago Bears flagship radio station, promotes Bears Care Charities. Bears Care supports programs designed to positively impact people in the areas of education, youth and families, athletics, entrepreneurship and health with a particular emphasis on programs aimed at disadvantaged youth.

For the eighth year, WBBM is proud to present its Annual Good Neighbor Radiothon to benefit the Chicago Anti-Hunger Federation. Every December, WBBM broadcasts live for 18 hours from a high-traffic downtown location and raises close to \$200,000 for the Federation. Donations are applied directly to the Chicago Anti-Hunger Federation. WBBM has considered the charity's spending and the charity has a very good record of spending money on food, not administration. Every dollar donated buys three dollars worth of food - and the Federation is known for feeding more than 1.6 million Chicagoans annually.

In addition, WBBM embraces and supports Chicago House, a very local agency that keeps money in Chicago to help sustain life for men, women and children living with HIV and AIDS. As part of the station's AIDS Initiative 2003, WBBM partnered with Chicago House on four (4) very high-profile fundraising events, above and beyond typical PSA support.

### **WBBM-FM**

WBBM raised toys for needy children in Chicago through "Eddie & Jobo's Christmas Wish," along with Starbucks and The Starlight Foundation. The goal was 8,000 toys, and the outcome over 15,000 toys for needy children in the Chicago area. It was the station's number one message in November and December with live broadcasts in morning drive to collect toys.

WBBM will also run PSAs promoting Viacom's other radio or TV stations' charity events. This is something that a radio station would never do if it were not co-owned with the other stations. WBBM-FM has promoted the WUSN charity coat drive and WXRT's record collection charity event for cancer research.

WBBM recently added a new hour-long show to its weekend programming lineup called

"Chicago Connection." It is locally produced and highlights different charity events going on in the Chicagoland area, featuring spokespeople from these events or charities. Topics covered include everything from AIDS awareness to helping people find jobs. WBBM took one hour of music off the station to allow time for this show to air even though its main competitors are playing music during this time.

WBBM does an annual on-air feature called "The Student Pledge Against Gun Violence". This year the station aired the broadcast on October 23 and it was hosted by morning stars Eddie & Jobo. Guests include Mayor Daley, the CEO of Chicago Public Schools Arnie Duncan, Cook County States Attorney Richard Devine, Cook County Board John Stroger, The Superintendent of The Catholic Schools Dr. Nicholas Wolsonovich, Illinois Senators and local heroes and athletes. WBBM devotes one hour of commercial free programming to encourage students to stay away from violence and to advise on what they should do if they see or are aware of another student that brings a gun to school. This show is broadcast to and heard by all area grade and high schools.

### **WSCR(AM)**

For the last twelve years, WSCR hosts an annual Charity/Celebrity Golf Outing. Proceeds from last year's outing went to Chicago's renowned Children's Hospital.

WSCR sponsors the "Mike North Marathon", which featured WSCR personality Mike North talking to guests and taking contributions for the Chicago One-Hundred Club for survivors of police and firefighters killed in the line of duty, and the Chicago MS Society. Last year, Mike stayed on air for 18½ straight hours without a break, collecting over \$75,000 in contributions.

WSCR features a weekly "Adopt-a-Pet" segment in conjunction with the Chicago Humane Society.

WSCR also promotes and participates in, via on-air broadcasts and promotional mentions:

- Miseracordia Hospital with the Mike Ditka Golf Outing
- Make a Wish and MS Society with the Tom Dreesen Golf Tournament
- Ronald McDonald House with the Ronald McDonald Celebrity Golf Tournament

### **WCKG-FM**

WCKG's Kevin Mathews hosts the "Daisy Dash" each Father's Day with proceeds going to the Maryville Academy.

### **WBBM(AM) & WSCR(AM)**

In 2003, WSCR and WBBM partnered with Chicago House to promote Chicago House's local events to benefit the Chicago AIDS awareness/prevention project.

## **WXRT-FM & WCKG-FM**

Both WCKG and WXRT are onsite at neighborhood festivals in the Chicago area almost every week during the summer festival season.

## **CLUSTER**

In the aftermath of 9/11, the Chicago Infinity stations joined together in promoting the "Together We Stand" campaign that generated over \$1,000,000 for families of victims of the terrorist attack.

All Chicago Infinity stations teamed together in 2001 to support Habitat for Humanity to help build a home in a Chicago neighborhood.

## ***Cincinnati***

### **WAQZ**

Each year WAQZ supports the United Way's annual Community Fundraiser. After the hurricanes hit the state of Florida, WAQZ, along with WGRR, WKRQ, and WUBE, organized Operation Sunshine, a local disaster relief effort and collected essential items for hurricane victims. WAQZ provided on-air promotional support of Cincinnati Children's Hospital's school supplies collection fundraiser.

### **WGRR**

WGRR strives to improve relationships between law enforcement officers and the community by providing a neutral environment where police and citizens can talk in a casual setting during its annual community summer event called Back the Red, White and Blue. The program also encourages positive interaction with police and youth. WGRR's Morning Show host participated in the Alzheimer's Association Walk as well as the Diabetes Association Walk. Each year WGRR supports the United Way's annual Community Fundraiser. WGRR has supported the Making Strides Against Breast walk, by airing Public Service Announcements in an effort to promote the event. WGRR has also supported efforts of a local Blood Bank during their annual blood drive. WGRR provided on-air promotional support of Cincinnati Children's Hospital's school supplies collection fundraiser. WGRR has covered issues such as education reform, school safety, back-to-school preparation and literacy during its weekly Public Affairs Show. WGRR has posted links to American Red Cross, The Alzheimer's Association, The American Cancer Society, and Toys for Tots, on its website.

### **WKRQ**

WKRQ sponsors an annual toy drive to benefit children at St. Joseph Orphanage. WKRQ strives to improve relationships between law enforcement officers and the community by providing a neutral environment where police and citizens can talk in a casual setting during its annual community summer event called Back the Red, White and Blue. The program also encourages positive interaction with police and youth. Each year WKRQ supports the United Way's annual Community Fundraiser. WKRQ has supported the Making Strides Against Breast walk by airing Public Service Announcements. WKRQ provided on-air promotional support of Cincinnati Children's Hospital's school supplies collection fundraiser. WKRQ has covered issues such as education reform, school safety, back-to-school preparation and literacy during its weekly Public Affairs Show. WKRQ has posted link to American Red Cross, Alzheimer's Association, The American Cancer Society, and Toys for Tots, on its website.

### **WUBE**

WUBE sponsors the Toys for Tots annual toy drive and provides on-air promotional support of efforts to collect toys for children in need. WUBE strives to improve relationships between law enforcement officers and the community by providing a neutral environment where police and citizens can talk in a casual setting during its annual community summer event called Back the Red, White and Blue. The program also encourages positive interaction with police and youth. Each year WUBE supports the United Way's annual Community Fundraiser. WUBE has supported the Making Strides Against Breast walk, by airing Public Service Announcements. WUBE Staff members participated in the walk. WUBE has also supported efforts of a local Blood Bank during their annual blood drive. WUBE provided on-air promotional support of Cincinnati Children's Hospital's school supplies collection fundraiser. WUBE has covered issues such as education reform, school safety, back-to-school preparation and literacy during its weekly Public Affairs Show. WUBE has posted links to The American Red Cross, The Alzheimer's Association, The American Cancer Society, and Toys for Tots, on its website.

## ***Cleveland***

### **WDOK**

WDOK regularly partners with non-profit organizations such as Providence House, MADD, The Salvation Army, America/Cleveland Scores, Ronald McDonald House Charities, The Hunger Network of Greater Cleveland, The American Red Cross, and more.

WDOK recently auctioned tickets to a concert to raise money for Red Cross Disaster relief. Thousands of dollars were generated to help the recent victims of Hurricanes.

WDOK's Cleveland Connection program highlights weekly the efforts of the communities across northern Ohio in their charitable efforts.

WDOK's web site is a popular link to the local animal protective league, Susan G. Komen Foundation for breast cancer research, St Malachi Church, Providence House, The Salvation Army, and more.

### **WNCX**

WNCX is deeply rooted in the Greater Cleveland community and raises thousands of dollars every year for charities in northeast Ohio and raises awareness by airing hundreds of on-air messages about these causes. Many of these events have become annual affairs and a vital part of the charities financial plan. Most noteworthy is the annual Trans-Siberian Orchestra concert series that benefits the St. Augustine Hunger Center. This huge event raised \$10,000 last year, and this year's concerts are already almost all sold out again.

WNCX also raised over \$11,000 recently for The Walton Hills Police Department's "Christmas For Kids" campaign with exclusive sponsorship of a motorcycle rally. WNCX also sponsors numerous other motorcycle rallies that have a charitable basis with excellent financial returns to these good causes. WNCX Sponsors "The BloodSuckers Ball" every April at tax time. This event benefits the American Red Cross and raises blood, cash donations and merchandise. The station has also raised funds to build a new fieldhouse for a Cleveland area school that had no money to build it themselves. WNCX participates in many other community and charitable events throughout the year that are documented in its Public File. They include the Susan Komen Breast Cancer Foundation, March of Dimes, Coats for Kids, Christmas in July, Cleveland Food Bank, and others.

WNCX and WXTM announcers, management and employees all make numerous appearances at these and other community events and meetings. The Cleveland Public schools are in financial crisis and station management has been attending special meetings with the Mayor of Cleveland and the Cleveland School Board executives to provide support and advice on this critical matter.

### **WXTM**

WXTM participates in many community events including the YMCA, Wigs For Kids, Walk For The Cure, the American Red Cross and other local schools and charities. They will also partner with WNCX on select events. The station raises awareness by airing hundreds of on air messages for these good causes.

## ***Columbus***

### **WAZU/WLVQ**

WAZU and WLWQ supported the following local and national charitable organizations in the past year:

- Children's Hospital: Media sponsor for the Rock 'n Bowl – Bowling benefit for Children's hospital. Bowlers received pledges for bowling.
- Guns And Hoses Campaign For Firefighters: Drive By BBQ – raised awareness for the guns and hoses campaign for firefighters.
- Franklin County Board of Elections: Held two events, one before Independence Day, one recently which directed listeners to come out and register to vote.
- Children's Hospital: Woody Hayes Charity Golf Outing – sponsored and hosted the Woody Hayes Golf Classic benefiting Children's Hospital.
- Columbus Gold Charity Car Wash: Promoted and broadcast live from the 2003 Columbus Gold Charity Car Wash. Proceeds benefited an undisclosed charity due to the nature of the event.
- Epilepsy Foundation: Central Ohio Mud Volleyball Tournament – Radio Sponsor of the 2003 Mud Volleyball Tournament benefiting the Epilepsy Foundation. Promoted, broadcast from and participated in the tournament.
- March of Dimes: Columbus Bluejackets Poker Run – Radio Sponsor of the Columbus Bluejackets Poker Run benefiting March of Dimes.
- Neighborhood Services: Two Varsity Club Pump Up Parties – Promote and broadcast from the Varsity Club pre-game OSU parties. Parking lot/side lot party benefited Neighborhood Services.
- Kids 'N Kamp: Varsity Club Pump Up Party – Promote and broadcast pre-game OSU parties from the Varsity Club. Parking lot/side lot party benefited Kids 'N Kamp.
- Maynard Ave. United Methodist Church: Varsity Club Pump Up Party – Promote and broadcast pre-game OSU parties from the Varsity Club. Parking lot/side lot party benefited Maynard Ave. United Methodist Church.
- March of Dimes: QFM96 Midnight Softball Tournament – Radio sponsor of the QFM96 Midnight Softball Tournament benefiting the March of Dimes.
- Children's Hospital Charities: Columbus Pizza Challenge – Promote and host the Columbus Pizza Challenge benefiting Children's Hospital Charities.
- Five themed morning show broadcast's (Breakfast Clubs) where listeners come and take part of the show (St. Patty's Day, Put-in-Bay, End of Summer, Beat Michigan, and Blue Jackets). \$1 of entry fee is donated to a charity chosen by the

hosting venue including the Columbus Blue Jacket Charities, and the Stephanie Speilman Cancer Fund.

- Drive for a Cure – Donated items for charity auction to raise money for Joans Fund for head and neck oncology research at the Arthur G. James Cancer Hospital at OSU.
- Madlab Theater – Donated items for charity auction to raise money for the non-profit theater.
- Stand – Donated items for auction w/ proceeds going to Stand against smoking.
- Wolfgangs Bar and Grille – Donated items for auction to purchase a headstone for Rick Chapman.
- United Negro College Fund – Donated items for auction to raise extra funds for the annual walk-a-thon.
- Holiday Valley Spring Party Fundraiser for local public library. Donated items for auction.
- New Albany Womens' Network benefiting the March of Dimes. Donated items for auction.
- Dominion Homes auction for Lynden Elementary School to fix various structural and play area problems. Donated items for auction.

WHOK participated in an event at the Sawmill Baja Fresh to benefit the Cystic Fibrosis Foundation. WHOK was set-up on the patio area with the Cystic Fibrosis employees to educate customers about Cystic Fibrosis.

WHOK passed out Roloids at the airport post office to offer “tax relief” to the last minute rush of people dropping off their taxes. Ty and Ric from the Morning Show helped pass out the Roloids.

WHOK participated in the 1<sup>st</sup> annual Speech and Hearing celebration on the Ohio State House lawn. This was their 80<sup>th</sup> anniversary. WHOK was set-up with music, tent, vehicle placement, and an enter-to-win.

WHOK set up a tent at the Fireman's Concert featuring Marty Stuart on the Ohio State Fairgrounds.

WHOK was at the Ohio University Lancaster amphitheatre for the last night (and the biggest night) of the Lancasterfest. Kathy Mattea and The Lancaster Festival Orchestra performed and drew the biggest crowd of any of the festival events. Tyler and Ric announced the state representative reading the 20<sup>th</sup> Lancasterfest proclamation.

WHOK participated in the Obetz ZucchiniFest.

WHOK was at the Chipotle in Blacklick to register people to vote. Members from the board of elections stopped by with informational pamphlets. Ty and Ric from the Morning Show urged customers of Chipotle to register to vote. Anyone who came over to say “hi” or registered to vote got a free burrito courtesy of Chipotle. Ty and Ric were at the Option 34 annual auction as celebrity auctioneers that benefited PBS.

WHOK was at the Red Cross bloodmobile in Lancaster from 12-2PM on Tuesday April 6; set-up in the canteen area and registering blood donors for OSF country concert tickets. Tyler and Ric were present from 12-1PM entertaining the blood donors.

WHOK is involved with the annual Fairfield County Fair in Lancaster, Ohio, the home of the WHOK tower. This fair is a weeklong event with one or more of our jocks broadcasting each day. WHOK has a K-Day every year, which is usually on the day of the country concert. WHOK jocks are given the opportunity to announce the country act or whatever large event is occurring on that day. This a great visibility event for the station!

WLVQ was at the Chipotle in Blacklick, Ohio to register people to vote. Members from the board of elections stopped by with informational pamphlets and Wags and Elliott from the WLVQ Morning Show urged customers of Chipotle to register to vote. Anyone who came over to say “hi” or registered to vote got a free burrito courtesy of Chipotle.

WLVQ hosts the “QFM96 Varsity Club Pump Up Party” after OSU home game Saturdays. Each of the six to eight events per year usually draws or is exposed to 10,000 people. Local rock bands play before and after the OSU football games. Proceeds from parking lot sales go to local charities

Once a month beginning Spring through Fall, WLVQ hosts a Thursday night party behind right field in Cooper Stadium called “Thirsty Thursday Quencher Corners.” QFM Sports Director “Archie” hosts the event that features local restaurants and spirits distributors available for patrons attending the Columbus Clippers (AAA affiliate of the NY Yankees) baseball games.

### **WHOK**

WHOK recently provided its support to a number of charitable organizations, including the following:

- Breast Cancer Research: Women Race for the Cure – The station supported this event through a three-hour station appearance at the event, at least 80 free on-air mentions of the event, coverage of the event on the station’s Web site, and donating station merchandise for a table at the event.

- Cystic Fibrosis Research: Great Strides Cystic Fibrosis Walk – The station was the official media sponsor of this event and supported it through a two-hour station appearance at the event (including an on-air personality as emcee of the raffle), at least 80 free on-air mentions of the event, coverage of the event on the station's Web site, and donating station merchandise for a charity raffle at the event.
- Cystic Fibrosis Research: Cobra Spring Fling– The station helped sponsor this event with the Cobra reproduction car enthusiasts. This event is the world's largest gathering of Cobra cars with people coming as far as other continents. WHOK had a four-hour station appearance on the day of the event, event coverage on website, at least 5 on-air mentions of event and provided station merchandise on table at the event.
- Local High School Boosters: High School Football Tailgates – the station hosted several mini tailgate/pep rallies at an area supermarket to benefit local high school booster clubs.
- Families in need: Fire Fighters for Kids — WHOK helps sponsor the annual Fire Fighters for Kids toy drive held at a local television station. Members of the community are urged to drop of monetary or toy donations. WHOK provides an eight-hour station appearance the day of the event (including regular on-air television interviews with our station jocks), event coverage on website and at least 100 mentions on-air.

## ***Dallas***

### **DALLAS CLUSTER**

KVIL, KLUV, KOAI, KRLD, KJKK, and KLLI participate in the Susan G. Komen Race for the Cure every year in Tarrant county with 50 PSA's, website and direct emails per station. Also featured three daughters of cancer survivors on the KVIL Morning Show.

KVIL, KRBV and KLUV support the Dallas Cowboy Cheerleaders by soliciting for ladies to audition. Each station contributed at least 50 promos, personality appearances at audition workouts, website support, and direct emails.

KVIL, KLUV, KOAI, KLLK, KJKK, KRLD sponsored a local fundraising effort for the family of a slain Grand Prairie police officer and helped raise over \$7,000.

KVIL, KLUV, KOAI, KLLK, KJKK, KRLD participated in Infinity Broadcasting efforts to Register America encouraging local residents to make sure they are registered to vote in the upcoming election. Each station ran 50 PSAs and provided website support.

KVIL, KLUV, KOAI, KLLI, KJJK, KRLD partnered with UPS stores and Sleep Experts to raise money for the American Red Cross in support of the hurricane disaster relief in Florida. Each station ran 50 promos and provided website support.

KVIL, KLUV, KRBV, KLLI, KOAI created a blanket drive called “Blanket the Metroplex” in partnership with Mattress Firm that brought 200 blankets to the Boys and Girls Club.

In January 8th, 2003, the Infinity Dallas stations sponsored the Dallas Museum of Art's 100th Anniversary Celebration. Through the promotion of the Dallas Infinity stations, the museum drew 48,000 visitors in just four days. (Their usual weekly attendance is 2,000). The stations donated airtime valued at \$25,000.

In the Summer of 2003, the Infinity Dallas stations sponsored the Dallas Museum of Art's Renoir Exhibit with special events, remote appearances, website coverage, mass emails, and on-air promotional messages.

In October 2004, the cluster partnered with UPS and Sleep Experts to collect donations for the American Red Cross Relief Fund to help hurricane victims in Florida.

In December KLUV teamed with KVIL, KOAI, KRBV and the Salvation Army to do a blanket collection for needy families in North Texas. Hundreds of blankets were collected.

On January 8th, 2003, the Infinity Dallas stations sponsored the Dallas Museum of Art's 100th Anniversary Celebration. Through the promotion of the Dallas Infinity stations, the museum drew 48,000 visitors in just four days. (Their usual weekly attendance is 2,000). The stations donated airtime valued at \$25,000.

### **KJJK**

KJJK is partnering with other Infinity stations in Dallas to sponsor “Stephanie’s Day”, a daylong event in support of parents of special needs children. This event networks resources and connects them with parents who need them. We are airing 50 promos to support this event and will have a major on site presence.

### **KLLI**

Live 105.3’s Charity of the Month- Each month Live 105.3 selects a local charity to promote and supports them with at least fifty thirty-second promotional announcements as well as a feature on Live105.3.com.

The Russ Martin Show and the Dallas Fire Department “Fill the Boot” to support MDA. Due to new soliciting restrictions, the Dallas Fire Department has not been able to raise the usual “Fill the Boot” money for MDA. Live 105.3 has teamed up with 7-11 stores throughout Dallas to raise money for this worthy cause.

The Pugs and Kelly Five City Food Drive to benefit the North Texas Food Bank: From November 15-19th, Pugs and Kelly will broadcast from 5 different cities throughout the metroplex raising non-perishable items and donations leading up to the Thanksgiving holiday. Live 105.3 hopes to raise one thousand fifty three pounds of items. All items will go to the North Texas Food Bank. The station will commit over one hundred thousand in advertising and promotion to the event.

KLLI's afternoon show, "The Russ Martin Show" has a listener foundation to benefit fallen police officers and firefighters. The foundation writes a \$10,000 check to the next of kin in the event of the death of a firefighter or police officer. In 2002, unfortunately, KLLI gave \$40,000 to 4 families of fallen officers.

Live 105.3 sponsored the Dallas Fire Rescue Inaugural Hook and Ladder Golf Open to benefit the MDA.

Operation Kindness is the oldest and largest NO KILL Animal Shelter in the Dallas Fort Worth Area. Russ Martin is on their board of advisors and raises tens of thousands of dollars for the shelter each year as well as giving Operation Kindness the chance to talk about their "Pet of the Week" each week.

From October 1-4<sup>th</sup>, Live 105.3, teamed up with two businesses with 191 locations throughout Dallas/Fort Worth to gather non-perishable items to help those who have been victimized by the recent hurricanes.

### **KLUV**

#### **D'Feet ALS:**

KLUV promoted this fundraiser / walk with on-air support for a week, 30 promotional mentions per week and website support for two weeks, and a personal appearance by KLUV DJ.

#### **Culinary Best Fest benefiting the March of Dimes:**

KLUV supported The March of Dimes with 50 promotional mentions and website support for two weeks.

#### **Partners Card Benefiting the Family Place:**

KLUV participates in the promotion of the Partners card with 50 promotional mentions and 2 weeks of website support.

Every year, KLUV provides 40 promotional mentions and on site support for Captain Hope Cares for Kids at the Ballpark in Arlington, Texas with the Texas Rangers and Dallas Stars. The station raises awareness of the donations needed to support homeless infants and toddlers. Airtime is valued at \$25,000.

KLUV's website and mass emails provide great exposure for numerous local charities: Bryans House, March of Dimes, Special Care and Career Services, Dallas ArtFest, Taste

of Addison, Taste of Arlington, and Aids Arms Life Walk, Susan G. Komen Tarrant County Race for the Cure, Restaurant Week benefiting North Texas Food Bank, WalkAmerica, Salvation Army Turkey collections at Thanksgiving,

KLUV collected towels and blankets when the local SPCA caught fire. Morning Show host Ron Chapman collected hundreds of towels and blankets. KLUV also contributed 30 Morning show promos.

KLUV is a return sponsor of the Dallas St. Patricks Day Parade benefiting Autism Treatment Centers with 75 promos, website and direct emails.

KLUV sponsored Football 101 to generate local interest in the Dallas Cowboys Football by educating women on the terminology and rules of the game of football.

KLUV celebrated the opening of the Frontiers of Flight Museum with a personal appearance by Ron Chapman who hosted a private showing – 30 promotional mentions, with website and on-air contesting.

D/FW Cooks was created by KLUV to provide an outlet for local chefs to showcase their culinary arts. 150 promos over three weeks with website and direct email support.

### **KOAI**

Each year, KOAI supports the AIDS Arms Life Walk to heighten awareness about HIV/AIDS and raise funds to service their 1,600 clients annually. In the past year, KOAI helped raise more than \$290,000 and provided airtime valued at \$25,000.

KOAI actively and consistently provides airtime, web exposure and on site support for the National Kidney Foundation of North Texas, The North Texas Food Bank, The American Lung Association, The American Heart Association and various art festivals throughout the Dallas area.

KOAI supported the March of Dimes by promoting their “Taste of Tarrant County” event through PSAs and website coverage.

KOAI supported the Southwest Transplant Alliance through PSAs and website coverage. Tim Garrison (KOAI air personality, awaiting a kidney transplant) participated as the announcer at their Texas Rangers "Donor Awareness" Softball Game.

KOAI continues to provide airtime, mass emails, web exposure and on site support for the National Kidney Foundation of North Texas, AIDS Arms Life Walk, The North Texas Food Bank, The American Lung Association, The American Heart Association and various local art festivals.

### **KRLD**

KRLD recognizes the contributions made to the local community by African-Americans

over the years. In February, KRLD airs a series of 28 reports, profiling local African-American citizens who have contributed in both tangible and intangible ways to the quality of life in Dallas/Fort Worth.

In June, KRLD in conjunction with the Texas Rangers hosts the All American Blood Drive. The program works with the Carter Blood Care Center to keep the levels of needed donations in their system.

In November 2004, KRLD will be collecting Coats for Children. Working with the Vogel Alcove, an organization helping homeless children.

KRLD encourages its staff to become personally involved in public service work in their communities. Some examples:

- General Manager Jerry Bobo: Board of Directors member of the city of Arlington Chamber of Commerce; Journalism Board of Directors for North Texas University; Board Member of the Volunteer Center of North Texas; Volunteer at Pilot Point Library.
- Assistant News Director Janet Evans: Mentors two high school students who are interested in journalism as a career.
- Editor/Anchor Suzanne Stevens: volunteers with the River Legacy Foundation and the River Legacy Living Science Center in Arlington.
- News Anchor Carla Marion: Sits on the Advisory Board of the Radio/TV/Film Department for the University of North Texas.
- Anchor Katherine Holtry: Volunteers with the SPCA of Texas and Operation Kindness
- Business Analysis David Johnson: Sits on the board of Junior Achievement Dallas Business Hall of Fame and Greenhill School. He also volunteers with Alliance for Children in Fort Worth.
- Talk Show Host Benjamin Dover: Sits on the board of the national organization Leeza's Memory Foundation. Benjamin also volunteers time with the Women's Haven in Fort Worth and Genesis Women's Shelter in Dallas.
- Talk Show Host Neil Sperry: Member, Denton State School Volunteer Services Council. Pens made by Neil Sperry are sold to support the McKinney Education Foundation and Serenity High School in McKinney.
- Remote Broadcast Coordinator Ted Nichols-Payne: An ongoing volunteer for the Tarrant County Meals on Wheels program, delivering hot meals to shut-ins.

KRLD has a proud history of supporting local charities and community organizations, the arts and economic development efforts. In 1993, KRLD received the NAB's Crystal Award, which is presented to one station across the nation each year in recognition of its community service efforts.

Here are just a few of the highlights of KRLD's involvement:

- **Local Charities**

- 2004 will mark the 26<sup>th</sup> anniversary of KRLD's Christmas is for Caring charity drive, benefiting people with severe developmental disabilities at the Denton State School. In addition to providing two gifts for each of these less fortunate citizens each year, this program has raised millions of dollars for the facility. Among other things, these monies have been used to build a custom wheelchair workshop (and hundreds of wheelchairs) and to refurbish the outdated medical facilities at the school, including the purchase of much-needed diagnostic equipment.
- KRLD is going into its fourth year as a sponsor of the Tarrant County Race for the Cure, benefiting the local arm of the Susan G. Komen Breast Cancer Foundation.
- KRLD provides ongoing support to the Volunteer Center of North Texas, by airing daily announcements highlighting volunteer opportunities throughout Dallas/Fort Worth and encouraging people to use their time and skills to help others. Each year, KRLD donates more than \$100,000 in airtime to the Center.
- August marked the fourth annual "KRLD Restaurant Week," benefiting the North Texas Food Bank and the Lena Pope Home for children. Modeled after a similar program in New York, KRLD recruits local restaurants to provide a 3-course Prix Fixe meal at a discounted price with \$6 from each meal donated to the charities. More than \$100,000 has been raised through this effort.

- **Community Organizations**

- Each year, KRLD provides numerous tours for various Dallas area scout groups, including Cub Scouts, "Weeblos" and Girl Scouts. The scouts use their KRLD tours to obtain their "communication" badge.
- KRLD has been a longtime partner with the Greater Dallas Chamber of Commerce, supporting their varied efforts across the area. Some of the specific initiatives KRLD supports include "BusinessPlace," the largest chamber-sponsored business-to-business trade show in the country and the

annual Women's Business Conference. KRLD also participates in various efforts of the Fort Worth and Hurst-Euless-Bedford Chambers.

- Throughout the Dallas/Fort Worth area, KRLD personalities speak at community group meetings and charity events. These include hosting fundraiser luncheons, speaking at school career days and addressing groups such as Lions Clubs or Rotaries.
- KRLD is an ongoing supporter of the Jewish Community Center of Dallas, promoting their "FamilyArts" series and the annual Jewish Arts Fest.
- For the third year, KRLD was an organization for Junior Achievement of Dallas's "Job Shadow Day." This is an opportunity for local high school students to spend a day in a business environment, learning about the careers available in that organization. KRLD hosts 14 students each year. KRLD also supports Junior Achievement's annual "Business Hall of Fame" fundraiser and charity golf tournament.

KRLD also provides ongoing support to the following cultural organizations:

- Dallas Arboretum
- Plano Symphony Orchestra
- Dallas Museum of Art
- Dallas Symphony Orchestra
- The Eisemann Center

KRLD was one of the primary stations in the development of the original "Amber Plan," the program that has proven successful in returning abducted children to their families. KRLD is one of the stations that originate the Amber Plan alerts in Dallas/Fort Worth. KRLD's General Manager, Jerry Bobo was a part of the team that developed the original Amber Plan that is now growing across the nation.

### **KVIL-FM**

One of the new members of the KVIL Morning show, Amy Catherine, ran the 5K race at the Texas State Fair supporting State Fair Scholarships. KVIL aired promos, provided website coverage, and mass emails. KVIL also broadcast live from the Texas State Fair encouraging Texans to participate.

KVIL created a seminar titled "The Mom Thing" specifically to address women's needs in the community including health care, financial issues, family counseling and child safety. Included 200 promos, website and direct emailings.

KVIL's website and mass emails provide great exposure for numerous local charities: Bryans House, March of Dimes, Special Care and Career Services, weekly volunteer opportunities provided to us by the North Texas Volunteer Organization, Junior League Spring market, Dallas ArtFest, Taste of Addison, Mother's Against Teen Violence,

Dollar Day at the Dallas Zoo, Zoo Run and Boo at the Zoo for the Fort Worth Zoo and Aids Arms Life Walk, Texas Stampede (benefiting local hospitals).

KVIL airs the Pledge of Allegiance performed by local school children every weekday on the Morning Show.

KVIL participates in the Susan G. Komen Race for the Cure every year in Tarrant county. 50 PSA's, website and direct emails. Also featured three daughters of cancer survivors on the Morning Show.

KVIL is the presenting sponsor for a benefit concert every year for Special Care and Career Services helping emotionally challenged adults gain employment. Includes providing personality as Master of Ceremonies, 150 promos, on-air interview, website, and direct emails.

KVIL created the Family Fun Patrol (station vehicle loaded with water bottles, coupons, snacks, etc) to visit local family/children's events such as Soccer tryouts, football games, community fairs, SPCA events, etc to provide publicity.

KVIL's Morning Show held a giant baby shower for expectant mothers whose husbands were in the military.

KVIL created "Celebrate America" and sponsored three local festivals/fireworks displays for Independence Day. 250 promos, website and direct email support.

### **KLUV-FM, KVIL-FM & KOAI-FM**

Now in it's 9th year, KLUV, KVIL, and KOAI present the "Arbor Daze" spring concert, which helps raise environmental awareness by giving away 10,000 of free trees to be planted to improve the quality of life and the quality of the Dallas metropolitan air. This provides citizens the opportunity to plant trees in their yards, around businesses and local schools. Held in Euless, Texas, the event draws almost half a million people each year. The stations donate airtime valued at \$100,000.

### **KVIL, KOAI, KLUV EMPLOYEE COMMUNITY INVOLVEMENT**

David Henry, General Manager of KVIL, KOAI, KLUV, serves on the board of the March of Dimes and the Texas Juvenile Diabetes Association. He also teaches at the Southern Methodist University Timeberlin Advertising Institute.

Craig Hawkesworth, InfiNet, serves as the Fund Raising (Golf Tourn.) Committee Co-Chair for Dallas Challenge. A non-profit organization that sets up counseling programs for families and or kids who are in need of the such. They are present in most Dallas county schools and in various communities in the Dallas Fort Worth Metro-Plex.

Bebe Gomez, Infinity Dallas Credit Manager, is a Girl Scout Leader, Girl Scout Delegate, Girl Scout Service Unit Member, Church Financial Council Member and

a member of the 12 Hill Nature Center.

Colby Grieser, Promotions Director for KOAI, is on the Communications Committee for the March of Dimes Texas Chapter.

Phyllis Smith, Programming Coordinator for KVIL and Producer/Host of “DFW Weekend Magazine” on KOAI, is the Den Leader for her son’s Webelos Scout Troop. Phyllis has also done speaking engagements for the Richardson Independent School District Internship class and Happy Hill Farm (Alternative School) on TV and Radio broadcasting as a career.

Erin Russell, Account Executive for KVIL, works with the American Diabetes Association and the Leukemia & Lymphoma Society.

Lynn Briggs, Midday Jock on KOAI, works with the ~The Boys /Girls Clubs of Greater Dallas, The American Lung Association, The American Diabetes Association, The March Of Dimes ( volunteer for their communications committee).

Craig Zurek, Director of Sales for Cowboys Radio Network, is on the board for the Dallas Boys and Girls Club, as well as the Rockwall Independent School District.

Julie Deharty, Traffic Reporter for several Infinity Dallas Stations, delivers meals for Meals on Wheels every Friday, is a Celebrity Chef for fundraiser for Orphan Children, and plays in the Organ Donor Awareness softball tournament once a year at Amerquest Field.

Kelly Vandergriff, Promotions Coordinator, taught 3-6 year olds gymnastics at Texas Gymnastics Trainers Center in Mesquite for 3 years through September 2004. This included special needs kids as well as able bodied children.

Smokey Rivers, VP/AC Programming and Program Director for KVIL, was on the Board Of Governors for the March Of Dimes in St. Louis and volunteered as a mentor for Big Brothers, Big Sisters of St. Louis.

Stacey Baker, Account Executive for KLUV, is currently the President of the Fort Worth Junior Chamber of Commerce (Jaycees)

Tim Garrison, Evening DJ on KOAI, is a spokesman for the National Kidney Foundation of North Dallas. My duty’s are to speak about fighting kidney disease to new patience’s and the key to survive dialysis. Tim is currently waiting for a kidney and pancreas transplant.

Mike Nelson, Account Executive for KOAI, is on the St. Anthony’s Advisory Board and Alumni Association. St. Anthony’s is an award winning Catholic school located in a predominantly African-American community. He is a graduate of the school.

Mike Prendergast, Producer for KVIL and the Dallas Cowboys Radio Network and Web Master for KVIL, serves on the Hillcrest Baptist Church Finance Ministry team, meeting monthly to discuss the church's finances and make decisions on financial issues for the church.

We have numerous feedback mechanisms in place to ensure that KVIL's programming addresses local needs and interests.

We conduct quarterly ascertainment meeting with community leaders to determine the nature and scope of our public affairs programming. That information also influences the types of community service projects with which the station affiliates.

We conduct bi-monthly listener advisory panel meetings with randomly selected KVIL listeners. We use this listener feedback to direct the station's music and spoken word program content and promotions.

It is customary for the station to conduct an annual perceptual study with adult radio users to check if the station is held in good favor; and if not, to ascertain why.

## ***Denver***

### **KDJM**

KDJM is involved in its community and supports numerous local and national charities in various ways, including:

- Produced the "Jammin' Oldies & More" CD, the proceeds of which benefit the Muscular Dystrophy Association.
- Chicano Music Festival benefits LA RASA.
- Keeping Kids Connected – Collect cell phones, toys, gifts to benefit Connect Colorado Magazine.
- Barber Cut-off – Barber organization provided haircuts for free at area Fantastic Sam's and back packs with school supplies.
- New Year's Eve Party.
- "El Grito de la Independencia" – support News Ed Organization by providing sponsorship for this Hispanic Cultural event.
- Support Denver Hispanic Chamber of Commerce throughout the year; specifically hosting the annual fundraisers Ski Fiesta and Fiesta Colorado.
- Sponsors the annual Battle of the Bands: Local competition of bands.
- Easter Eggstravaganza, which attracts more than 3,000 local families for arts and crafts activities.
- Celebrate Culture Parade: Cinco de Mayo: Annual Hispanic culture event in

Denver.

- Erie Town Fair: KDJM is official media sponsor for this Denver bedroom community boutique event.
- Otto & Wilde's "Stuffapalooza" (Yard Sale): KDJM provides space and marketing for listeners to sell their items.
- Highland Square Street Fair: Cultural event and fair in north Denver.
- Pridefest Parade: KDJM is official media sponsor for this Gay Rights parade.
- Stadium Stampede: Benefit for the Saint Joseph Hospital Foundation and the Denver Broncos Charities Fund.
- Westminster 4<sup>th</sup> of July Celebration.
- WildNights at the Denver Zoo which benefits the Denver Zoo.
- MUDD Volleyball which benefits the March of Dimes.
- AIDS Walk Colorado which benefits the Colorado AIDS Project.
- Walk for Life 5K -Benefits the Yellow Ribbon Suicide Prevention Program.
- "Let It Fly" Flag Football Tournament which benefits Flight For Life.
- Girl Scouts 5K & 1K Walk/Run and Fitness Fair which benefits the Girl Scouts Mile Hi Council.
- Conducts annual Otto & Wilde's "Canned Film Festival" which benefits local food banks.
- Promotes the Dumb Friends League, a local humane society providing for the adoption of dogs, cats, and other small pets.

### **KIMN**

KIMN is involved in its community and supports numerous local and national charities in various ways, including:

- Rocky Mountain Bridal Show: Annual bridal fair attracts more than 6,000 women to the Colorado Convention Center.
- CBS4 Bronco Wives Food Drive.
- ROCKOUT AIDS – Two-day Concert benefiting Colorado AIDS Project – features local and national bands.
- Run for a Child's Sake – The Children's Hospital Foundation benefits.
- Conducts the annual Dom & Jane's Computer Drive through from which thousands of used and refurbished computers are donated each year to non-profit organizations.
- Easter Egg Scramble: Now in its 12<sup>th</sup> year, this annual Easter event attracts thousands of parents and their kids to participate in an egg hunt, arts and crafts,

and local entertainment, all for free.

- Promotes the Gaylord Street Festival, a Memorial Day weekend street fair attracting more than 10,000 residents. KIMN has also provided professional music acts to the event. Sponsors soccer tournaments that attract more than 300 teams per event. The tournaments serve as a major fund-raiser for Douglas County Youth Soccer.
- Sponsors Dom & Jane's Free Summer Concert series, which has attracted more than 20,000 people in its three-year history. Elements of the show serve as a fund-raiser for Foodbank of the Rockies.
- Serves as the exclusive radio sponsor for the Westword Menu Affair, an annual fund-raiser for the Foodbank of the Rockies.
- Canine Costume Contest: Now in its 12<sup>th</sup> year, the Canine Costume Contest is a fun event for families and their pets. Serves as an image campaign for the Denver Dumb Friends League.
- Conducts Dom & Jane's Charity Marathon which is KIMN's largest fund-raising event. The Marathon has raised more than \$500,000 over five years for the Food bank of the Rockies.
- Hosts Denver's Largest New Year's Eve Party, which provides three different parties at one location for listeners.
- Conducts a weekly Mix Connection Pet Picks in partnership with the Animal Orphanage and Animal Rescue & Adoption Society promoting pet adoption.
- Promotes the Denver Ronald McDonald House on the station web site.

### **KXKL**

KXKL is involved in its community and supports numerous local and national charities in various ways, including:

- Co-sponsors the "Tie A Ribbon" campaign with the Denver Post to raise funds and awareness regarding breast cancer.
- Resolution Run – annual run benefits Family Resource Center.
- Stuck on a Truck – Promotion to raise money for The Food Bank of the Rockies.
- CATillion Oldies Sock Hop, which benefits the Table Mountain Animal Center
- Heart Walk 5K, which benefits the American Heart Association
- Co-sponsors Missing Children's Week to raise funds for the Missing Children's Task Force through events such as the KOOL 105 Golf Tournament, a special night at the Colorado National Speedway, and various charity motorcycle rides.
- Confluence Oldies Concert Series, consisting of four concerts which benefits the Greenway Foundation, an organization to enhance and preserve the South Platte River and its tributaries throughout the Denver metro area.

- Provides entertainment, including local bands at the City of Arvada 4<sup>th</sup> of July celebration. Station also simulcast's music with the fireworks display.
- "Rhythm on the River" in Longmont, which benefits the City of Longmont Parks and Recreation Department.
- HOT Times KOOL Cars, which benefits the Burn Unit at the Children's Hospital.
- Pumpkin Festival, which benefits the Denver Botanic Gardens.
- BOO at The Zoo, which benefits the Denver Zoo – attracts 30,000 families. Gives kids an opportunity to go trick or treating in a safe and fun environment with their friends and families.

### **Cluster**

- Walk America: Infinity Denver is the official media sponsor for this March of Dimes fund-raiser dedicated to fighting birth defects. More than 8,000 people participate in this event.
- Rebif MS Tennis Classic: Infinity Denver serves as the official media sponsor for this professional tennis competition and fund-raiser for Multiple Sclerosis.
- Register America to Vote – encouraged Denver area residents to vote. Information posted on website – 1 day information distribution.
- Performing Arts Festival: This two-day event attracts thousands of people to participate in a free arts festival including music, drama and art. Serves as a fund-raiser for the Denver City and County Performing Arts Program.

### ***Detroit***

### **WOMC**

**January 2004** — North American International Auto Show Charity Preview night with Children's Center Autoglow!, hosted by Dick Purtan & Purtan's People. The 14<sup>th</sup> annual Autoglow! raises funds and awareness for one of the largest and most diverse child-serving agencies in Michigan, addressing the needs of more than 7,000 children and families annually.

WOMC'S 10<sup>th</sup> Annual Cardboard Classic was held on Jan. 25<sup>th</sup> and 89 teams (2 people sleds) participated with families and friends on hand cheering the teams on. The Cardboard Classic is a 2-person sled contest based on creativity and speed. The sleds must be made of only cardboard, paint and tape.

**February 2004** — WOMC'S 17<sup>th</sup> Annual Dick Purtan Radiothon raised over \$1.5 million dollars for The Salvation Army's Bed & Bread Program in 16 hours to feed and shelter Detroit's homeless and hungry. This was a record breaking, one-day fundraising event. The event was on Feb. 27, 2004.

WOMC sponsored the 5<sup>th</sup> annual Valentine's Day Doo Wop show featuring Little Anthony, Barbara Lewis, Harvey Fuqua, Platters and the Contours where almost 4000 listeners and guests attended 2 shows.

**March 2004** — March Home with a Book, Jackie Purtan from Purtan's People visits four metro area public libraries sponsored by Community Federal Bank inviting kids of all ages to visit, listen to her read a book and encourages children to check out a book and read.

WOMC did 2 live broadcasts for St. Patrick's Day and invited the public to stop by for free Irish food and entertainment during the broadcasts.

**May 2004** — WOMC did a live Dick Purtan & Purtan's People broadcast for Wright & Filippis' 60<sup>th</sup> anniversary celebration. They provide equipment for handicapped people and we invited the general public to join us during the celebration.

**July 2004** — Dick Purtan Golf Classic benefiting The Gail Purtan Ovarian Cancer Research Fund at Karmanos Cancer Institute. This event helped raise over \$73,000.

We also broadcast from the City of Taylor for their community's Taylor Festival. Our morning show kicked off the weekend's festivities that included live bands, rides, and sporting events for families.

**August 2004** — Woodward Dream Cruise: WOMC is the official and exclusive radio sponsor of this classic car cruising event that attracts over 1.7 million people annually and some of the most unique classic cars in the world. We broadcasted live (43 hours) from the Cruise headquarters, Duggan's, for the entire week leading up to the Saturday Dream Cruise event and various cities along the route the day of the Cruise.

Harper Cruise is another community car cruise that draws thousands of people on the East side of the metro Detroit Area. WOMC is the official and exclusive radio sponsor of this Cruise as well and we were onsite for 4 hours for this event as well.

WOMC invited listeners out to join us for 6 hours while we broadcasted live from the Clinton Township Cruise. Thousands of classic car cruisers traveled the route and tuned into WOMC to hear their cruisin' favorites.

Michigan State Fair: WOMC sponsors an Oldies band that plays at the world's oldest and largest State fairs. Plus, we support them promotionally tied into their events they do during the first weekend of Dream Cruise.

**September 2004** — WOMC provided an emcee and sponsored the "Buddy Walk" for downs syndrome.

WOMC sponsored our 2<sup>nd</sup> Annual all day blood drive with the American Red Cross where hundreds of listeners stopped by the venue, the Palace of Auburn Hills, to give blood and watch our live broadcasts from 6 am – 7 pm.

We also encouraged listeners to register to vote through our website, on air promos and mentions plus at talent appearances.

**October 2004** — The 11<sup>th</sup> Annual Gilda's Walk raising money for cancer patients, named after Gilda Radner. WOMC is the radio sponsor and provided an emcee for this 2 ½ mile annual walk.

**November 2004** — WOMC'S 28<sup>th</sup> annual "Christmas is For Kids" campaign that benefits the Children's Hospital of Michigan, is kicked off in November and runs through December 17, 2004. Annually, we raise over \$125,000 for the Hospital.

**December 2004** — WOMC hosts an annual MADD program and drinking awareness campaign, "Project Liferide" where we not only provide rides on new year's eve, approximately 700, but we educate and inform prior to that about being prepared and be smart during the holiday celebrations.

In addition WOMC produces 15 second public service announcements for non-profit organizations that drive listeners to our web site, where there is a list of community events. These run in all dayparts for a total of 93 PSA's every week.

### **WYCD**

WYCD hosts the annual radiothon for St. Jude Children's Research Hospital. The Edwards and Lee afternoon show also hosts a charity golf tournament each summer to raise money for the hospital. This year the golf event raised approximately \$6,000. In the five years that WYCD has hosted the St. Jude radiothon, we have helped to raise \$2,798,636.

In the past when it came to light that an 8 year old Belleville girl needed a stem cell transplant to survive, WYCD got behind her cause and helped to raise more than \$500,000. She suddenly improved and did not need the transplant but the money no doubt helped save the life of another child in waiting. Each year our on-air personalities get involved in a number of causes including:

Linda Lee takes part in the Great Lakes Salmon Stakes to benefit the Blue Water Mental Health Clinic.

Chuck Edwards and Linda Lee ride jet skis each year to raise money for the Michigan Special Olympics.

Mike Scott MCs the Michigan Special Olympics games annually.

Jyl Forsyth appears on the Michigan Humane Society's telethon annually. She also hosts the annual Liver Walk.

Wilhite and Wall morning show members Darren Wilhite and Tim Wall read for children with the Detroit Pistons. Last year they worked with a 9 year old boy from Livonia to make sure the city had enough money to put up their annual Christmas decorations. They started off by tossing in \$100 out of their own pockets. The boy was nearly in tears during the call. This year they will embark on a similar plan with the same boy. Wilhite and Wall also volunteered their time, and much of their own money to help a woman build a wheelchair ramp to her home to help her adult quadriplegic son. The ramp had not been built to code and was way too steep. Darren and Tim solicited help from various businesses and carpenters and fixed the woman up with a great new and safe wheelchair ramp.

Bob Schuman helps the Old Newsboys Goodfellow Fund each year in Detroit. It is their goal that each child in Detroit will have at least one present to open each Christmas. Bob dresses up a doll each year and it is auctioned off to help the Goodfellow fund. Bob also takes part each year in the Plymouth Chili Cook-Off judging the competition. Money raised through sale of the chili to the public goes to various charities.

WYCD has promoted health screenings through PSAs and our public affairs program. We have been involved with several community fundraisers and blood drives. One specific example occurred a few years ago when a serious explosion occurred at the massive Ford Rouge complex in Dearborn. Several workers died and many workers were badly hurt and needed blood while the supplies were low. We worked with the UAW to promote blood drives and kept the on-air campaign going until the need was over. Bob Schuman has been very active with the American Red Cross of S.E. Michigan and was invited to be the master of ceremonies of a new branch office when it opened in Warren. When it became apparent that the war in Iraq was not going to be over soon, WYCD's Edwards and Lee put together a concert featuring local artists at a local venue and raised money to help families stationed at Selfridge Air National Guard Base in Harrison Township. Many families are strapped financially because their main breadwinner is fighting overseas. This event raised about \$9,000. The Wilhite and Wall morning show features a meaningful health tip each weekday morning at 6:20.

Each weekday morning at 7:10, students from various elementary schools throughout the Detroit area recite the Pledge of Allegiance. We send a crew to tape the students reading the pledge. Many hosts of on-air shows have gone to schools to read for the children including Wilhite and Wall.

The WYCD website does feature public service type announcements, community events, and has a daily community calendar of community events.

## ***Greensboro***

### **WSJS/WSML**

In addition to hundreds of feature interviews on The Glenn Scott and Mike Fenley Shows, WSJS/WSML lends it support to a large number of community activities. The

stations help in promoting charity golf events (Winston-Salem Rescue Mission, Second Harvest Food Bank of NW North Carolina, Regional Consolidated Services of Asheboro, etc.); a wide variety of fund raisers; community theater activities, animal rescue organizations; and a number of events related to health care causes.

The stations do live broadcast from many of these community events, like the Kiawanis Pankcake Day and The Shepherd's Center Annual Used Book Sale, The Give From The Heart, and Quen Taylor Blood & Bone Marrow drives.

WSJS/WSML broadcast on location from the annual Dixie Classic Fair (second in size only to the North Carolina State Fair) each year. The emphasis of that broadcast is on the 14 community organizations that operate concession stands during the ten day event. The station sponsors the "Best of the Fair" hot dog contest to help draw attention to the event and the projects of the organizations.

Promotional support by way of free advertising (public service announcements and station promos) is give to these and other events. In the past year, the station has supported events concerning fund raising for the Forsyth County Humane Society, and county animal shelter; the Second Harvest Food Bank of North West North Carolina; The Northwest Chapter of the America Red Cross; the Hospice of Alamance County Flea Market, and many others.

WSJS promotes community involvement by maintaining a web page dedicated to promoting community organizations and opportunities in the Piedmont Triad.

WSJS/WSML, in partnership with WMFR, provides broadcast coverage of local Piedmont Triad high school football games on Friday nights, during football season. 3 different broadcasts are produced, each focusing on a high school in each stations' heavy listening area.

WSJS/WSML/WMFR have been nominated as the Small Business of the Year by the Greater Winston-Salem Chamber of Commerce for continued support of the community.

### **WMFR**

WMFR is involved in its community and supports numerous local and national charities in various ways. WMFR co-sponsors the annual North Carolina Wine Festival designed to promote the state's growing wine industry. WMFR promotes community involvement by maintaining a web page dedicated to promoting community organizations and opportunities in the Piedmont Triad. WMFR broadcasts a one-hour "Taking Care of Business," the High Point Chamber of Commerce program every week.

WMFR participates in several local events including: Blood Drives, Fund Raisers and broadcasts the Christmas Parade each year..

WMFR, in partnership with WSJS/WSML provides broadcast coverage of local Piedmont Triad high school football games on Friday nights, during football season. 3 different broadcasts are produced, each focusing on a high school in each stations' heavy listening area

WMFR has been nominated as the Small Business of the Year by the Greater Winston-Salem Chamber of Commerce for continued support of the community.

## ***Hartford***

### **WTIC(AM)**

WTIC-AM is involved in its community and supports numerous local and national charities in various ways, including:

WTIC-AM teams up with the Salvation Army each December and opens "stores" in vacant store fronts to collect food, new clothing, toys and cash donations. The station broadcasts its local shows from the store and highlights the event during its program.

WTIC-AM also conducts an annual "Holiday Store Auction" where it auctions off items donated by station clients with the proceeds going directly to the Salvation Army.

WTIC-AM supports the University of Connecticut's "Hoops for Hope" event to benefit the American Cancer Society through on-air broadcasts and PSAs.

WTIC-AM supports the University of Connecticut's women's basketball coach's "Coaches Against Arthritis" event through on-air broadcasts and PSAs.

WTIC-AM supports the Jenn Rizzotti Classic, a game sponsored by the former University of Connecticut women's basketball star which benefits Lea's Foundation for Leukemia research through on-air broadcasts and PSAs.

WTIC-AM supports the "Vinoso Grande Cru" event, which features gourmet food sampling and wine tasting to benefit the American Heart Association through on-air broadcasts and PSAs.

WTIC-AM teams up with the local BMW dealership for the "Drive for the Cure" event allowing listeners to drive a BMW for donations to benefit the Susan G. Koman Breast Cancer Fund. The station broadcasts live from the event and airs promotional spots prior to the event.

WTIC-AM supports the Greater Hartford Open/Buick Championship, a stop on the PGA Tour that serves as the only fundraiser for the greater-Hartford Jaycees. The station airs

PSAs prior to the tournament and broadcasts from the event, including play-by-play coverage during the final two rounds.

WTIC-AM supports the annual United Way “Day of Caring” where individuals donate time to assist with community projects. The station’s morning show broadcasts from the United Way offices to kick off the event.

WTIC-AM supports the “Walk for Kids” event that benefits the Village for Families and Children in Hartford through PSAs and broadcasts.

WTIC-AM conducts an annual “Jimmy Fund Sports Auction” where each weekday for one week the station auctions off sports packages to benefit The Jimmy Fund – which fights cancer in children and adults at Boston’s Dana-Farber Cancer Institute.

WTIC-AM supports the Special Olympics throughout Connecticut through PSAs and on-air interviews.

WTIC-AM also provides extensive support to the Hartford Stage, the Hartford Symphony, the Bushnell Theater and the Connecticut Forum.

WTIC-AM also supports the fundraising efforts of its sister stations by running announcements regarding WTIC-FM’s “We Are the Children Holiday Show” and WRCH’s “Nite of Lite Laughter” events.

### **WTIC-FM**

WTIC-FM is involved in its community and supports numerous local and national charities in various ways, including the March of Dimes and Susan G. Komen’s Foundation.

WTIC-FM’s morning personality founded the “We Are the Children” charity, which provides an annual Christmas Day celebration for more than 1,400 underprivileged children, including food, entertainment and presents.

WTIC-FM also conducted a 28-hour radiothon and benefit dinner with members of the cast from “The Sopranos” that raised more than \$90,000 for the “We Are the Children” charity.

WTIC-FM conducts an annual “All Star Christmas” event with tickets to the show given for free in exchange for toy donations.

WTIC-FM's afternoon personality is the honorary chairman for "Giant Steps" a fundraiser for the Lea's foundation, a charity for children's leukemia.

WTIC-FM morning co-hosts and midday host have all promoted and participated in the "Ferrari Concourse" which raises money and provides a day of fun for children from the Connecticut Children's Medical Center.

WTIC-FM provides on-air solicitations for sponsors of the "Bowl for Kids' Sake" raising money for Nutmeg Big Brothers/Big Sisters.

WTIC-FM constructed eight traveling "Walls of Support" billboards and took them to twenty-two different locations to be signed by listeners to show their support for U.S. military troops and then delivered them to the Connecticut National Guard to display for troops as they returned home.

WTIC-FM has annually produced an "Acoustic Café CD" generating more than \$50,000 for the Hartford Wolf Pack Foundation, an umbrella charity for 100 local children's charities.

WTIC-FM has promoted and participated in numerous other local charity events including the Hartford Marathon, the Plane Pull and Sports Festival for Special Olympics, Walk for the Cure, the Haunted Graveyard for juvenile diabetes, American Rd Cross blood drives, Drive for the Cure benefiting the Susan G. Komen Foundation, the Y Games for YMCA families, and a Welcome Home Rally for the Connecticut National Guard.

### **WRCH**

WRCH is involved in its community and supports numerous local and national charities in various ways, including:

WRCH supports the Helen and Harry Gray Cancer Center at the Hartford Hospital through its annual Night of Lite Laughter Breast Cancer Benefit and online auction.

WRCH on-air talent hosted the March of Dimes' "Walk America" events throughout Connecticut with personalities in Hartford, Waterbury and Plainville.

WRCH conducts monthly visits with the Connecticut Humane Society and an annual community Easter egg hunt.

WRCH teams up with Connecticut chefs for the annual Share Our Strength dinner raising money to fight hunger.

WRCH provides entertainment and other support for the annual MS Tour for the Cure

bikeathon.

WRCH staff also generously gives it's time serving as "MC" and announcer for the Southington High Schools "Music of the Knight" high school band competition, and auctioneering the Congregational Church Christmas auction.

WRCH serves as the host radio station for the "Holiday Light Fantasia" in Hartford's Goodwin Park benefiting Children's Charities including Nutmeg Big Brothers/Big Sisters.

WRCH's morning show features a representative from the Bushnell Performing Arts Center each month to discuss upcoming programs.

WRCH hosted a free Woman's Fair in Hartford, providing services and information for women on health, finance, and lifestyle issues.

WRCH hosted and Broadcast an August Blood Drive for the American Red Cross in response to dangerously low levels of blood during late summer.

WRCH urged listeners to Support Local Troops through the Soldiers Angels website on wrch.com. The site solicits pen pals for our troops.

WRCH broadcast from and promoted the Support Our Troops Mini Golf Tournament and raised \$10,000 in cash in a day. We collected numerous donations to provide Holiday packages for over 300 troops and their families this Christmas.

WRCH participated in Infinity Radio's Register America. Urging Americans to register to vote and provided station personnel at a Massachusetts/Connecticut boarder restaurant, for listeners to come by and pick up forms and receive assistance in filling them out if needed. The station also provided downloadable forms at wrch.com.

WRCH personnel volunteered as "MC's," guest auctioneer at fundraisers for the MS Society and the Hartford Children's Theatre.

WRCH is in the midst of promoting the Visiting Nurse Association North Central Hospice Program, to support families when they need it the most.

WRCH staffers volunteer at Connecticut Radio Information Service. A broadcast media outlet that reads to the blind, and on May 21<sup>st</sup>, participated in the Terryville School Career day.

### **WZMX**

WZMX is involved in its community and supports numerous local and national charities in various ways, including:

WZMX conducts an annual “Community Unity Toy Drive” broadcasting from the City of Hartford Police Department and encouraging listeners to bring in toys in exchange for concert tickets.

WZMX also collects toys at its annual “Jingle Jam” which are also distributed to needy children.

WZMX provides extensive support to the Hispanic HIV/AIDS organization Latino Contra Sida, promoting their testing drives and Family Fun Days through prize giveaways, on-air mentions, and live remote broadcasts.

WZMX on-air personalities regularly visit high schools in the Hartford community to discuss a variety of issues including teen pregnancy, drug abuse and violence.

WZMX personalities regularly attend and promote the Greater Hartford American Red Cross’s numerous blood drives.

WZMX conducts “Adopt-a-Playground” events where station staff join listeners and clients in cleaning up local parks.

WZMX’s Pennies for Peace is a campaign consisting of area students collecting pennies for a chance to win a free concert by the radio station. Proceeds from the pennies raised support local organizations such as the Urban League’s Youth Initiative to Project Safe Neighborhood.

WZMX has been a major supporter of the Hartford anti-violence campaign. The morning show has conducted shows focusing on violence in the community, promoted and participated in Stop the Violence rallies, and conducted neighborhood block parties to educate kids about alternatives to violence providing music, food, prizes and more. WZMX has conducted a correspondence campaign whereby station listeners can correspond with local military personnel stationed abroad as part of the Iraqi conflict.

## ***Houston***

### **KILT-AM**

KILT-AM supports numerous charitable organizations in many ways, including the following:

- *Tux & Tennies* – Houston Rockets raised money for various local charities and funds went to build a public park in downtown Houston. Sportsradio 610 was an official sponsor of the event, providing on-air promotion, website promotion, live broadcast, inclusion in a listener newsletter and a promotions staff on-site.
- *Houston Livestock Show and Rodeo* – is a huge event in Houston that raises

scholarship money for youth. In 2004, SportsRadio 610 supported the rodeo with promotional announcements and a live broadcast on site.

- *Shell Houston Open* – Top PGA golf players compete in a tournament with a portion of proceeds going to local Houston area charities. SportsRadio 610 provided on-air promotion, web-site promotion, live broadcasts from the event and a promotions staff on-site for the event.
- *Running of the Bulls* – is a charity fun run produced by the Houston Texans and benefits several local charities. SportsRadio 610 sponsored this event, aired promotional announcements and provided promotions staff on site for the event.
- *Practice with the Pros* – SportsRadio 610 worked with local little league organizations to give teams an opportunity to “Practice with the Pros.” Listeners could nominate local Little League teams for the grand prize. One lucky team got to have a practice at the SportsHouse with Kevin Bass, J.R. Richard, and Benny Disfano. SportsRadio 610 supported this with promotional announcements, web site and the promo crew visited a number of little leagues as well.
- *March of Dimes Walk-a-thon* – Local area participants were sponsored by individuals and businesses to help raise money and donations for childhood diseases. Each mile walked determined the amount of contribution. Sportsradio 610 provided on-air promotion, web-site promotion and a promotions staff on-site for the event.
- *All-Star Golf Classic* – SportsRadio 610 produced this annual Golf tournament and silent auction to raise money for the First Tee. Sportsradio 610 provided on-air promotion, web-site promotion and a promotions staff on-site for the event.
- *Houston Texans Training Camp* – Public is invited to view an NFL practice. Various players participate in an autograph session. Sportsradio 610 was an official sponsor of the event, providing on-air promotion, live broadcasts, web-site promotion, inclusion in a listener newsletter and a promotions staff on-site.
- *Meet The Texans Day* – Public is invited to meet various Houston Texans football players at the Kemah Board Walk. Music, fun, games and prizes were included. Sportsradio 610 was an official sponsor of the event, providing on-air promotion, web-site promotion, inclusion in a listener newsletter and a promotions staff on-site.
- *Marc Vandermeer Golf Tournament* – SportsRadio 610 worked with Jr. Achievement on the Marc Vandermeer Golf Tournament. SportsRadio 610 sponsored this event with our talent being the headline. 610 promoted this event with promotional announcements, web site support, live broadcasts and inclusion in a e-newsletter.

- *Wings Over Houston* – Annual airshow held at Ellington Field salutes all the men and women of America's Armed Forces. Sportsradio 610 was an official sponsor of the event, providing on-air promotion, web-site promotion, inclusion in a listener newsletter and a promotions staff on-site.
- *Bad Pants Open* – The ugliest, strangest and just bad looking pants are sometimes the extra edge to winning this annual golf tournament. A fun time to raise money and donations for the Texas Children's Hospital. Sportsradio 610 was an official sponsor of the event, providing on-air promotion, web-site promotion, inclusion in a listener newsletter and a promotions staff on-site.
- *Blue Santa Bike Drop* – Houston Police Department's Blue Santa program to provide bikes for needy local families and charities. The goal of 500 bikes was achieved during solicitation of donations at the event. Sportsradio 610 was an official sponsor of the event, providing on-air promotion, web-site promotion, inclusion in a listener newsletter and a promotions staff on-site.

### **KILT-FM**

KILT makes every effort to support charitable organizations in many ways. This effort has not gone unnoticed! In August 2004, for the second time in a row, KILT won the Bonner McLane Award for Community Service from the Texas Association of Broadcasters. In 2004, the station supported the following causes:

- *Texans Football 101 for Women*- KILT teamed up with the Houston Texans and Foleys to teach women the fundamentals of football. KILT provided a website promotion and on air promotional support.
- *Rodeo Houston 2004*- The Houston Livestock Show & Rodeo is an entertainment and educational charity, which benefits the youth of Texas. Since 1957, more than 18,000 students throughout Texas have received educational assistance from the show, totaling more than \$85 million. In 2004, the show's overall commitment to the youth of Texas exceeded \$6.5 million in scholarships and other educational programs. HSL&R events include, *BBQ-Cook-Off, Go Texan Weekend, Trail Rides, the Rodeo Parade, International Days, Rodeo Run, the Horse Show, an all-star concert line-up* and much more! KILT contributed sponsorship dollars, provided personalities and conducted live broadcasts at the events.
- *Shell Houston Open Golf Tournament benefiting various Houston area charities*- Houston Golf Association (HGA): KILT promoted the Shell Houston Open through a KILT "Shell Houston Open Weekend" containing 20 ticket giveaways and 50 recorded and live promotional announcements the weekend of April 9<sup>th</sup>. KILT also teamed up with the Open in an effort to collect food for the Food Drop, benefiting the Houston Food Bank. On April 21<sup>st</sup>, KILT co-hosted the Food Drop with a personal appearance from KILT's afternoon drive personality, Rowdy

Yates. KILT also sponsored Friday and Saturday night of the Open with Bunker parties and live broadcasts. KILT provided 75 recorded and 75 live promotional announcements before and during the event, a website promotion and aired a :60 second HGA recorded commercials after the event thanking sponsors for their impact on Houston charities.

- *St. Jude Children's Research Hospital Radiothon*- KILT hosted its first 37-hour live on air "Big Country Cure for Cancer" Radiothon to benefit St. Jude Children's Research Hospital at the KILT studios. KILT's legendary personalities, as well as several St. Jude patients and their families were on air encouraging listeners to help find the "Big Country Cure for Cancer" through monetary donations. KILT helped raise a grand total of \$525,004 for cancer research.
- *Pasadena Strawberry Festival (Pasadena, Texas)*- Part of the largest charity event in Southeast Harris County. KILT was an official sponsor of the fair, rodeo and cook-off, providing promotional airtime, a website feature, on air giveaways, live broadcasts and an on site promotional staff.
- *Crosby County Fair (Crosby, Texas)*- KILT supported this event with live promotional announcements and 25 mentions, giveaways the week prior to the event, a live broadcast, event flyer distribution at all station events three weeks prior to the event and a promotions staff on site. KILT was also the exclusive radio station sponsor.
- *Father's Day Gallo at Outback Steakhouse*- In partnership with Outback Steakhouse, KILT hosted a Father's Day Look-a-Like on air/website contest. KILT provided live and recorded promos, live mentions, promotion staff on site, website promotion, talent at the event and prize giveaways.
- *KILT City-Wide Fireworks Spectacular*- KILT helped Houston area communities celebrate the 4<sup>th</sup> of July in-style. KILT provided a custom soundtrack for each community, filled with a variety of patriotic favorites. The station also provided directions to each fireworks celebration, fireworks safety tips and facts about American history on [www.KILT.com](http://www.KILT.com).
- *Trader's Village & 100.3 KILT Texas Roadhouse Band Search*- Trader's Village & KILT teamed up to look for local talent and give them a chance to get some publicity and perform at Trader's Village appearances. KILT provided promotional announcements, website promotion and a promotions staff on site during the event.
- *The Great Texas Mosquito Festival (Clute, Texas )*- KILT was a sponsor of the festival, providing promos, a promotion crew on site, air talent, ticket giveaways and a website promotion.

- *Texans Open Training Camp*- Leading up to the Houston Texans' third season were open training camps to the public. The KILT promotions crew was there to welcome football patrons as they came to watch. KILT news reporters provided listeners with sports updates and interviews live from training camp.
- *Ballunar Liftoff*- Ballunar Liftoff was a hot-air balloon rally on the grounds of NASA. KILT supported this festival with over 80 promotional announcements, a website feature, ticket giveaways and an on site promotional staff. All proceeds benefited local charities in the Clear Lake area.
- *Mayor's Proclamation of Texans Week* - Ten days prior to the Texans' first regular season game of 2004. KILT ran spots to excite football fans and spread awareness for the Texans' Week Activities.
- *Pancakes & Pigskins Breakfast*- In association with the Texans' Week Activities, KILT helped promote this fundraiser with on air promos and on air ticket giveaways. Proceeds from this event went to Junior Achievement.
- *Texans Tailgate 101*- Marc Vandermeer, the official voice of the Houston Texans, hosted this event to assist listeners on how to tailgate. KILT provided promotional announcements, website promotion and a promotions staff on site.
- *Washington County Fair (Washington, Texas)*- KILT was an official sponsor of the fair, providing promotional airtime, a live broadcast and an on site promotional staff.
- *Fort Bend County Fair (Rosenburg, Texas)*- KILT provided website support, 50 on air ticket giveaways, live broadcasts during the cook-off and concerts, promos, live and recorded mentions and helped promote "Dinner with Rowdy," KILT's afternoon personality.
- *Hot Sauce Festival (at the Houston Farm & Ranch Club)*- KILT provided promos, a promotion staff on site, live on air giveaways and mentions, as well as website giveaways and a hyperlink on KILT.com directing viewers to the Festival's official website.
- *Pasadena Livestock Show & Rodeo (Pasadena, Texas)*- KILT was an official sponsor of the Rodeo, providing promotional airtime, live broadcasts, a website feature and an on site promotional staff.
- *Bob Tallman's Pasture Pool Classic*- Bob Tallman, the official voice of the Houston Livestock Show & Rodeo, raises funds for The Pediatric Programs at M.D. Anderson Cancer Center and the Justin Cowboy Crisis Fund by hosting an

annual golf tournament, better known as “The Pasture Pool Classic.” KILT provided live and recorded promotional announcements and was a sponsor of the tournament.

- *Wings Over Houston Show*- The Wings Over Houston Air Show Scholarship Program is intended to assist and reward students who have demonstrated academic potential, leadership and extracurricular involvement. KILT was an official sponsor of the Wings Over Houston festival. The station provided over 50 on air promos, website promotion and ticket giveaways.
- *Zoo Boo 2004*- KILT provides a safe and fun alternative for Halloween Trick-or-Treating at the Houston Zoo. KILT is an official sponsor of this event, offering promotional airtime, promos, a website feature and an on site promotion staff at the event. KILT also sponsors the event’s Costume Contest. Proceeds benefit the Houston Zoological Foundation.
- *Thanksgiving Day Parade*- KILT airs promotional announcements, inclusion on the KILT event calendar on KILT.com and in the KILT website newsletter to KILT Loyal Listeners and distributes flyers at KILT remotes.
- *Blue Santa Bike Drop*- Each year, KILT partners with the Houston Police Department for the “Blue Santa Bike Drop.” Donations from the “Blue Santa Bike Drop” provide underprivileged children with a new bike for Christmas. Last year, KILT helped raise 500 bikes for underprivileged children! KILT provides on air promos, website promotion, a full promotions staff at the event, donation incentives, on air personalities and a live broadcast of the event.

### **KIKK**

KIKK supports local charitable organizations by providing airtime for principal participants, chapter directors, and celebrity spokespersons for various events, as well as providing air talent for public appearances at charitable events. In 2004, these events have included:

- Leukemia Lymphoma Society/Texas Gulf Coast Chapter’s annual Kirk Whalum Benefit Concert, Brazoria County Golf Tournament, and Jerry Eversole Golf Tournament.
- Hear Me Foundation: mentions of projects for educational advocates for the Oral Deaf and Hard of Hearing.
- MIT Enterprise Forum: Monthly interviews with keynote speakers at philanthropic business networking events.
- Fresh Arts Coalition: Executive Director Marita Fairbanks as guest.

- Galleria Chamber of Commerce: Created awareness for annual Houston Business Expo thru on-air promotion, web-site visibility, and on-site participation at the event.
- Houston Texans Foundation/Junior Achievement: Media host for annual fundraising breakfast, including on-air support, web-site visibility, and on-site participation.

### **KHJZ**

KHJZ routinely supports charitable organizations, including the following:

- *Houston International Jazz Festival*- KHJZ was the official radio sponsor for the Houston International Jazz Festival, which helped raise awareness and dollars for the Jazz Education, Inc., a program that serves more than 200 teenage musicians who learn the musical art form of jazz through summer workshops and also receive instruments through this organization.
- *Susan G. Komen "Race for the Cure"*- The biggest fundraiser for breast cancer research. KHJZ mentioned this race on its Wave Weekend Calendar. The Remax company walked in the "Race for the Cure" and wore our Wave t-shirts.
- *Kirk Whalum Benefit Concert for the Leukemia and Lymphoma Society*- KHJZ was the official radio sponsor for this sold out benefit concert.
- *Kenny G. Benefit Concert for the Ft. Bend County Women's Center*- KHJZ was the official radio sponsor for this concert benefiting the Ft. Bend County Women's Center.
- *Red Ribbon Toy Drive benefiting AIDS Foundation Houston* - This holiday season, KHJZ will be collecting toys for children in the hospital stricken with the AIDS virus.
- *1<sup>st</sup> Annual Family-to-Family Network Benefit Concert Starring Local Jazz Pianist Bobby Lyle*-KHJZ is the official radio sponsor and host for the 1<sup>st</sup> annual benefit. Family-to-Family Network is an organization that supports and educated families, friends and professionals of children with disabilities and/or chronic illnesses.
- *Wings Over Houston Show*- The Wings Over Houston Air Show Scholarship Program is intended to assist and reward students who have demonstrated academic potential, leadership and extracurricular involvement. KHJZ was an official sponsor of the Wings Over Houston festival. The station provided over 50 on air promos, website promotion and ticket giveaways.

- *Bayou City Arts Festival Benefiting Local Charities*- KHJZ hosted the event with a booth, and promotions staff on site, on air promos and a website feature.
- *Aaron Glenn Charity Gala* - The Aaron Glenn Charity Gala benefits Glen's educational funds for African American 2004 high school seniors. Wave air personality Keith Myles hosted the evening of music and auctioned items for sale benefiting Aaron Glenn's educational college fund.
- *Wave Holiday CD*- KHJZ is compiling a Wave Holiday CD to be sold at local Border's Books, proceeds from the sale benefiting AIDS Foundation Houston.

### ***Kansas City***

#### **KBEQ**

- **KOINS 4 KIDS** - KBEQ created this campaign which benefits two (2) children's charities in the greater Kansas City area. These two groups are: The **Sunflower House**, which strives to prevent child abuse and neglect through child-centered programs and interventions, and **Camp Quality Kansas City**, which offers a camping experience and year-round support program for children with cancer and their families. KBEQ has conducted two fund-raising opportunities for the groups. The largest fund-raiser that benefits the charities would be the annual **Q104 Celebrity Golf Tournament** that is held in June each year at a Kansas City area golf course. The other campaign is the "**Pennies From Heaven**" concept in which area elementary schools are asked to donate pocket-change to the charities. The class that raised the most money received a party at a local restaurant.
- **DAD FOR A DAY** - Each June KBEQ conducts an event in which Q104 staffers, local celebrities and public safety personnel "adopt" a child that does not have an active father figure in their life. The event takes place annually on the Friday prior to Father's Day. During the day, the children and mentors are paired up and taken to various events in Kansas City like a special guided tour of Kaufman Stadium and lunch at an area park.
- **METRO PUBLIC SAFETY FOOD & TOY DRIVE** - Each November KBEQ participates in conjunction with the Kansas City area police, fire and medical emergency departments as well as human services organizations. The drive happens annually over the Thanksgiving holiday for three (3) days. Each year, over 1,000 Kansas City families are given food and toys from this drive.
- **SALVATION ARMY'S OPERATION UPLINK** - KBEQ raised over \$80,000 to benefit the Salvation Army's Operation Uplink which allows military service personnel and veterans to call family members with a pre-paid calling card.
- **JOB SHADOW** - Throughout the year, KBEQ has high school juniors and seniors participate in the Job Shadow program in which students "shadow" a Q104 full-time personality for one or more days (depending on their individual school program).
- **Q104 SCHOLARSHIP FUND** - Each spring KBEQ's Morning Drive rewards a \$5,000 scholarship through the Q104 Scholarship Fund. The scholarship is offered to all metro high school seniors and is given to the local student that best exemplifies the qualities of leadership, perseverance, and community service.

Other community base events and groups KBEQ is involved with each year:

- **Polar Plunge** to benefit the Special Olympics.
- **American Heart Walk** in Leavenworth, Kansas and Kansas City, Missouri.
- **Trolley Fun Run** to benefit the Children's Center for the Visually Impaired.
- Several **blood drives** to benefit the Kansas City Community Blood Center.
- **Relay For Life Walk** to benefit the American Cancer Society.

- **Donut Day** to raise awareness and funds for the Salvation Army.
- **Leukemia Lymphoma Society** fundraisers.
- MS Challenge Walk to benefit the Kansas City chapter of the **Multiple Sclerosis Society**.
- **National Hunger Awareness Day** to benefit Harvester's Food Pantry.
- **Star Spangled Spectacular** to benefit Overland Park Rotary Groups.
- **Strutt With Your Mutt** walk to benefit Wayside Waifs.
- **MS-150 Bike Ride** to benefit the Kansas City chapter of the Multiple Sclerosis Society.
- **Duck Derby** to benefit Synergy Services and the Mattie Rhoades Center.
- **Project Warmth** to benefit area homeless shelters.
- **Celebration at the Station** to support the Kansas City Symphony.
- **Race For The Cure** to benefit the Susan G Komen Breast Cancer Foundation.
- Sponsored and promoted **MS 150 Bike Tour** (one staff member actually participated in the ride).
- **March Of Dimes Walk America** to help raise funds to end birth defects and premature birth.
- **Red Friday** events include selling newspapers on street corners to raise money for local children's charities.
- Along with our usual **American Royal promotion**, this year and last, two of our radio personalities volunteered their time to help judge this local talent competition.
- **Q104 2 U** took free lunch to local offices twice a week throughout the summer months.

Needs-based/topical community based events included:

- **Heart To Heart International's** supply drive to benefit hurricane victims.
- Supported one of our **local military bases** by giving airtime to them to help promote an air show.
- Team Q104 participated in a kickball tournament to benefit two of our very own **Chiefs players' (one current, one former) charities**.
- Supported the **Highway Patrol** by giving airtime to talk about various campaigns like "Buckle Up" and "You Drink, You Drive, You Lose."
- Using airtime to make our listeners aware of how they can get involved with national television shows, like reality shows and game shows.
- Last football season, which includes part of 2004, Q104's Morning Drive featured a weekly interview with Chiefs wide receiver Marc Boerigter. Marc quickly

became part of the Q104 family, attending most major radio station functions/events.

- Q104's Morning Drive helped host the **Pet Telethon** benefiting tow local animal shelters. This event was also featured/promoted on the Morning Drive ahead of the event itself.
- The week of Lee National Denim Day, Q104's Morning Drive along with Sonic, promoted a week-long donation drive to benefit the **Susan G. Komen Breast Cancer Foundation**.
- In the spring, Q104's Morning Drive helped listeners prepare for tax season by providing a local tax professional to answer people's questions.
- Mike Kennedy, host of Q104's Morning Drive, had lasik surgery on the air, providing listeners with a real-life experience to potentially help make a decision for themselves. Doctor(s)/nurses were also on hand to answer questions and walk him/us through the procedure an events leading up to and following the surgery.

### **KFKF**

KFKF supports charitable organizations including the following:

- ST. JUDE BOWL-A-THON - KFKF joins with the ladies of the Epsilon Sigma Alpha sorority to raise money for Sty. Jude Children's Research Hospital. Families may bowl by collecting pledges per pin or making a one-time donation to St. Jude. Held in early February at Gladstone Bowl.
- ST. JUDE COUNTRY CARES RADIOTHON - KFKF has raised millions of dollars for treatment and research of childhood diseases at St. Jude Children's Research Hospital. For 40 hours over 2 days every March, KFKF broadcasts live from a sponsor location to raise hundreds of thousands of dollars in donations for St. Jude.
- ST. PATRICK'S DAY - Kansas City is green every March 17<sup>th</sup>, and KFKF is part of one of America's largest St. Patrick's Day parades!
- MARCH OF DIMES WALKAMERICA - KFKF helps raise funds to benefit the Mid-America chapter of the March Of Dimes, to assist in their efforts to end birth defects and premature birth. Held in early May each year.
- MS WALK - KFKF listeners collect pledges and walk to help those in Kansas City suffering from Multiple Sclerosis. Held in early May each year.
- IDENTICILD PHOTO/I.D. PROGRAM - Just in time every summer for back to school (July-September), KFKF sponsors 6 IdentiChild events in various shopping malls. This free service provides a current photo and fact folder for parents in the case their children are abducted or missing.

- **ALZHEIMERS MEMORY WALK** - KFKF listeners join every August to raise funds for Alzheimer's research and treatment for those suffering with Alzheimer's Disease right here in Kansas City.
- **MS CHALLENGE WALK** - 3 days, 50 miles, closer to a cure! Hundreds of KFKF listeners raise a minimum of \$1,500 each in pledges and walk from Smithville Lake to the River Market in June, all for the benefit of Multiple Sclerosis research.
- **SADDLE UP FOR ST. JUDE** - 3 days of trails rides in Eastern Jackson County's Blue & Grey Park. You and your horse can raise needed funds for St. Jude Children's Research Hospital every September.
- **AMERICAN HEARTWALK** - Heart attack and stroke are Kansas City's number one causes of death, and KFKF joins with the American Heart Association each July to promote one of the five largest and most successful HeartWalks in the USA!
- **COPP CLOTHING & BLANKET DRIVE** - KFKF works side-by-side with Care Of Poor People's founder Richard Tripp as the station collects donations for Kansas City's homeless families each November.
- **CHRISTMAS WISH** - KFKF and its generous sponsors help at least 60 families each December have a Merry Christmas - when they otherwise would not! Listeners send their Christmas Wish requests in writing and KFKF chooses a variety of "wishes" to grant. No wish is too large or too small!
- **COMMUNITY BLOOD CENTER** - At least 3 times every year, KFKF listeners roll up their sleeves to donate much-needed blood donations. Successful campaigns have included the Support Our Troops Drive, the Holiday Blood Drive, and MASH-themed Drive. KFKF is always available to sponsor a drive when blood supplies reach emergency levels.
- **PROJECT PEACE** - KFKF and Verizon Wireless Amphitheatre/Clear Channel Entertainment make donations to area schools to assist in their anti-violence campaigns. Tens of thousands of dollars are donated every year!
- **COMMUNITY RECYCLING PROGRAM** - KFKF, the Kansas City Star, and Abitibi Consolidated Recycling join together and collect newspaper, office paper and mail that is recycled into clean, reusable paper. Schools compete for cash prizes throughout the year. Truckloads of old paper and trash is saved from area landfills.
- **DEFENSE IS KID'S STUFF** - KFKF and the Kansas City Chiefs team up to raise money for the Dream Factory. Every time a Chiefs player makes a defensive

play, money is donated to the Dream Factory, helping to make the wishes of terminally ill children come true.

- **AMERICAN ROYAL** - It's a Kansas City tradition! From the annual parade to the barbeque contest to the rodeos and horse shows, KFKF is right in the middle of the action . . . celebrating Kansas City's agricultural heritage.
- **HARVESTERS COMMUNITY FOOD NETWORK** - Hunger is a year-round concern, and KFKF is ready to help those in need in its hometown. KFKF sponsors regular collection events; special holiday projects, and promotes Hunger Awareness Day in June.
- **UNITED WAY DAY OF CARING** – It's one day every June where KFKF employees and listeners lend a hand to a community organization or project. Station employees and listeners paint, clean, rake, mow, and beautify KFKF's city while lending a hand to those groups that help others.
- **KFKF CONCERTS** - From Verizon Wireless Amphitheatre to Ameristar Casino to Santa-Cali-Gon, country stars shine in Kansas City! KFKF is proud to bring the superstar artists of country music to share their performances live with KFKF listeners!
- **POLAR BEAR PLUNGE** - Think Warm! Every February, KFKF listeners take the dive into Shawnee Mission Park's lake to raise money for Special Olympics. Cold? Sure. Fun? You bet!
- **ADOPT-A-PET** - KFKF sponsors many pet adoptions throughout the year, working with groups like the Humane Society of Kansas City & Save Our Strays.
- **KANSAS SPEEDWAY** - KFKF is Kansas City's Racing Station, airing live Winston Cup races all season, in addition to sponsoring at least 6 sold-out racing events each year at Kansas Speedway. Just look for KFKF live outside the front gate on race day!
- **PROJECT ELDERCOOL** - KFKF joins with the Bishop Sullivan Center to end heat-related deaths during the summer. Through listener and client donations, the project is able to purchase 400-500 window air conditioners and install them in the homes of low-income elderly people in the Kansas City area.

### **KMXV**

KMXV supports charitable organizations including the following:

- **AIDS WALK KANSAS CITY**- Mix 93.3 has been the exclusive radio sponsor of this event since 1993. Last year, over 3,000 walkers raised over \$350,000 for local AIDS research.

- WALK AMERICA - Mix 93.3 has been involved in the fight against birth defects since 1989 and Star 102 joined in 1999. The event takes place in April and attracted 5,000 walkers last year.
- TROLLEY RUN - Mix 93.3 and Star 102 have sponsored this event for the past two years. This 4-mile run is the largest of its kind in the country and raises money for the Children's Center For The Visually Impaired. The run attracted more than 10,000 participants last year.
- AMY THOMPSON RUN - Mix 93.3 has been involved with this benefit for the Brain Injury Association for the past four years. It's the only fundraiser that concentrates on the unique educational and emotional needs of brain injury survivors and their families.
- RACE FOR THE CURE - The Susan G. Komen Foundation raises money for breast cancer research and survivors of the disease. Over 1.3 million people participate in these races around the world - over 20,000 in Kansas City. This event is held every August at Union Station and Mix has been the sponsor since 1994.
- MS 150 - Mix 93.3 has been the exclusive sponsor of this 150-mile bike tour since 1992. Afternoon personality Kelly Urich, along with other Mix staffers ride in the event which takes place in September and attracts more than 3,000 participants. This event raises money for Multiple Sclerosis research. Last year, over \$700,000 was raised.
- ALS WALK - This event, held every September, raises money for ALS research. Mix 93.3 has been involved since 198. Over 2,000 walkers, runners and wheelchair participants helped raise over \$150,000 last year.
- LUPUS RUN - Mix 93.3 has been involved with this event since 1999. Last year, the event attracted more than 3,000 runners and raised over \$100,000 for the Lupus Foundation.
- CHILDREN'S MIRACLE NETWORK - Rocket and Teresa's Mix for Kids Radiothon is a three-day event that raises money for Children's Mercy Hospital and the KU Medical Center through the Children's Miracle Network. Mix listeners have generated over \$1,000,000 for these hospitals over the past five years.
- PROJECT PEACE - Mix 93.3 and Star 102 team up with Clear Channel Entertainment and raise money for Kansas City area public schools to promote a peaceful and safe learning environment.

- **FEED A FAMILY THANKSGIVING** - Every year, the station teams up with Price Chopper and encourages listeners to let it know about Kansas City families in need. Station jocks deliver dozens of full course turkey dinners right to their doors on Thanksgiving Day.
- **THE VERTICAL RUN TO THE STARS** - 2003 was the first year for this event, which raised money for the American Lung Association and be held at Town Pavilion downtown.
- **THE PLAZA ART FAIR** - Mix 93.3 and Star 102 broadcast live from this event at the Country Club Plaza every September, which features works from local and regional artists.
- **CELEBRATION AT THE STATION** - All Infinity stations were the exclusive radio presenters of a city wide, free concert of the Kansas City Symphony. The event drew 15,000 Kansas Citizens.
- **THE POLAR BEAR PLUNGE** - Mix 93.3 and Star 102 host this event at Shawnee Mission Park every February, which benefits Special Olympics Kansas City. The event is followed by the Special Olympics Torch Run.
- **OLD SHAWNEE DAYS** - Mix 93.3 and Star 102 present this event, which features live music, food booths and entertainment in Shawnee every June.
- **SPIRITFEST** - Mix 93.3 and Star 102 present this three-day music and art festival at Liberty Memorial every September.
- **THE AMERICAN ROYAL** - This month long festival is a 100 year-old tradition in Kansas City and features the world's largest barbeque cook off, old fashioned rodeo and dozens of events culminating in a large parade downtown every fall. Mix 93.3 and Star 102 have exclusive presents on the event.
- **HOLIDAY PARTY MIX** - Every year since 1998, Mix 93.3 has produced a CD featuring the biggest hits of the year. The CDs are free with canned good donations to Harvesters food bank.
- **PROJECT WARMTH** - Mix 93.3 and Star 102 team up with Channel 5 to raise money to help needy Kansas City families pay their heating bills during the winter.
- **WYANDOTTE COUNTY FAIR** - Mix 93.3 and Star 102 have exclusive presents on this week long fair in Kansas City, Kansas.
- **BOO AT THE ZOO** - Mix 93.3 and Star 102 host this family event during Halloween, which benefits zoo charities.

- **RED FRIDAY BLOOD DRIVES** - Mix 93.3 and Star 102 host four blood drives every year at the Community Blood Center in Kansas City encouraging Kansas Citians give the gift of life.

### **KSRC**

KSRC supports charitable organizations including the following:

*TROLLEY RUN* - Mix 93.3 and Star 102 have sponsored this event for the past two years. This 4-mile run is the largest of its kind in the country and raises money for the Children's Center For The Visually Impaired. The run attracted more than 10,000 participants last year.

*AMY THOMPSON RUN* - Mix 93.3 has been involved with this benefit for the Brain Injury Association since for the past four years. Star 102 joined in 2000. It's the only fundraiser that concentrates on the unique educational and emotional needs of brain injury survivors and their families.

*RACE FOR THE CURE* - The Susan G. Komen Foundation raises money for breast cancer research and survivors of the disease. Over 1.3 million people participate in these races around the world - over 20,000 in Kansas City. This event is held every August at Union Station and Mix has been the sponsor since 1994; Star got involved in 2000.

*C-M-N MIRACLE WALK* - Star 102 has been involved in this walk since 1999. The event raises money for Children's Mercy Hospital and the KU Medical Center through Children's Miracle Network.

*MONK AND KELLY'S STUFF THE MAYFLOWER* - Monk and Kelly spend three days on a Mayflower moving truck collecting food for the Salvation Army. Last year, Star listeners raised nearly 50,000 pounds of food.

*MONK AND KELLY'S CHRISTMAS BROADCAST* - Every year, Star 102 broadcasts live from Crown Center with Fox 4, Channel 5 and dozens of local high school and church choirs. The event raises money for the Mayor's Christmas Tree Fund.

*THE STAR FOUNDATION* - Every month, Star 102 recognizes, publicizes and rewards a different non-profit organization and challenges the Star listeners to get involved.

*PROJECT PEACE* - Mix 93.3 and Star 102 team up with Clear Channel Entertainment and raise money for Kansas City area public schools to promote a peaceful and safe learning environment.

*THE VARIETY CLUB* - Star 102 does various events for the Variety Club of Kansas City, which raises money for local children's charities.

*LIGHT THE NIGHT WALK - Star 102 has been involved in this walk since 1999. The event, held every September, raises money for the Leukemia and Lymphoma Society. Last year, over 3,000 walkers attended the event.*

*SIDS STROLL - Star 102 has been involved in this walk since 2000. The event, held every September, raises money for Sudden Infant Death Syndrome research in Kansas City.*

*AMERICA'S WALK FOR DIABETES - Star 102 has been involved in this walk since 2001. The event, held every October on the Country Club Plaza, raises money for Alzheimer's Research.*

*ALZHEIMER'S MEMORY WALK - Star 102 has been involved with this walk since 2001. The even, held every October on the Country Club Plaza, raises money for Alzheimer's Research.*

*THE PLAZA ART FAIR - Mix 93.3 and Star 102 broadcast live from this event at the Country Club Plaza every September, which features works from local and regional artists.*

*JINGLE BELL RUN AND WALK - This event, held every December at Johnson County Community College, raises money for the Kansas City chapter of the Arthritis Foundation. Star 102 has been involved since 2002.*

*WALK FOR PKD - Star 102 has been involved in this walk since 2001, which is held at Mill Creek Park on the Country Club Plaza and raises money for the Kansas City chapter of the Polycystic Kidney Foundation.*

*CELEBRATION AT THE STATION - All Infinity stations were the exclusive radio presenters of a city wide, free concert of the Kansas City Symphony. The event drew 15,000 Kansas Citians.*

*THE STAR KIDS EASTER EGG HUNT - Star 102 and the City of Shawnee host the largest Easter Egg Hunt in Kansas City the Saturday before Easter at Gum Springs Park. Last year, over 10,000 families watched thousands of kids look for 50,000 eggs.*

*THE POLAR BEAR PLUNGE - Mix 93.3 and Star 102 host this event at Shawnee Mission Park every February, which benefits Special Olympics Kansas City. The event is followed by the Special Olympics Torch Run.*

*OLD SHAWNEE DAYS - Mix 93.3 and Star 102 present this event, which features live music, food booths and entertainment in Shawnee every June.*

*ADOPT-A-FAMILY - Star 102 and the Don Bosco Center team up to adopt Kansas City families for the holidays through the Don Bosco holiday basket program. Last year, over*

100,000 dollars was raised and Star listeners adopted thousands of needy Kansas City families.

SAFE TRICK OR TREAT - Star 102 hosts a Treat or Treat alternative - safe trick or treating at Oak Park Mall

*SPIRITFEST - Mix 93.3 and Star 102 present this three-day music and art festival at Liberty Memorial every September.*

*THE AMERICAN ROYAL - This month long festival is a 100 year-old tradition in Kansas City and features the world's largest barbeque cook off, old fashioned rodeo and dozens of events culminating in a large parade downtown every fall. Mix 93.3 and Star 102 have an exclusive presence at the event.*

*HOLIDAY MART - Star 102 hosts a charity event every October at the Overland Park International Trade Center to raise money for the Junior League, which benefits various local children's literacy charities. Last year's event raised over \$370,000.*

*PROJECT WARMTH - Mix 93.3 and Star 102 team up with Channel 5 to raise money to help needy Kansas City families pay their heating bills during the winter.*

*THE MAYOR'S CHRISTMAS TREE - Star 102 has exclusive presents on this event at Crown Center where Mayor Kay Barnes lights Kansas City's Christmas Tree. The Christmas Tree fund is a local children's charity.*

*TAILGATING WITH TRENT - Star 102 hosts this event every August at Arrowhead Stadium. The event is hosted by Chiefs quarterback Trent Green and other Chiefs players. The event raises money for the Trent Green Family Foundation benefiting Children's Mercy Hospital.*

*FOSTER KIDS CHRISTMAS PARTY - Star 102 hosts this event every December at Arrowhead Stadium for foster kids who wouldn't otherwise have a Christmas. Chiefs players are on hand to sign autographs.*

*WYANDOTTE COUNTY FAIR - Mix 93.3 and Star 102 have exclusive presents on this week long fair in Kansas City, Kansas.*

OVERLAND PARK DAYS - Star 102 presents this weekend festival every June which features live music, food booths and family entertainment.

BOO AT THE ZOO - Mix 93.3 and Star 102 host this family event during Halloween, which benefits zoo charities.

TOYS FROM THE HEART - Star 102 hosted a benefit concert featuring Jim Cosgrove at the Rio Theatre in Overland Park, which raised money and toys for kids staying at Children's Mercy Hospital.

ROOKIE FOR A DAY - Star 102 encourages kids to log onto its website and lets them pick the job they want to do with the Royals. 15 kids got to be everything from batboys to PA announcers at Kauffman Stadium.

RED FRIDAY BLOOD DRIVES - Mix 93.3 and Star 102 host four blood drives every year at the Community Blood Center in Kansas City encouraging Kansas Citians give the gift of life.

## ***Las Vegas***

### **KMXB**

KMXB contributes to its community and charitable organizations in a number of ways, including:

- **AFAN (Aids For Aids of Nevada):** For the past several years, KMXB has partnered with AFAN to help get their cause known in the Las Vegas area through numerous events. Starting in April of every year, the station helps AFAN as their radio sponsor and promotes the AFAN Aids Walk that helps to raise money for the charity. Also, in September, KMXB helped promote the AFAN Generic Black and White Ball.
- **Neighbor-To-Neighbor Fund:** This is KMXB's very own charity, started by its morning show, Mark and Mercedes in the Morning. Every year, money acquired for the fund is used to help those in need in the Las Vegas Area, whether it is helping with flood or fire victims, or a local child in need. Proceeds from sales of the annual CD help with this fund. In December 2003, KMXB donated \$5,000.00 from the Mark and Mercedes Neighbor To Neighbor Fund to the Make A Wish Foundation so a needy child in Las Vegas could have a happy Christmas.
- **Salvation Army:** Each year KMXB partners with the Salvation Army during its Four Corners Food Drive in early December. Held at various locations throughout the Las Vegas Valley, KMXB is live on location to encourage people to drop off cans of food for the Salvation Army. This year the station is also including Make-A-Wish Foundation to help local kids achieve their dreams.
- **Petapalooza:** Each year during the station's annual pet event, it invites non-profit animal shelters into the event to help them adopt out needy pets. In the past two years alone, the station has helped more than 200 dogs and cats find homes.
- **Four Corners Food Drive:** From December 1<sup>st</sup> through December 4<sup>th</sup>, 2003, KMXB participated in its 7<sup>th</sup> Annual Four Corners Food Drive to benefit various food banks in Las Vegas, including AFAN, Safe Nest and the Salvation Army. Held at four different Albertson's grocery store locations in Las Vegas, the event garnered over 150,000 cans for the needy this holiday season and money for VH1 "Save the Music" to benefit the Clark County School District music department.

In 2003, KMXB added another element: performances by Melissa Etheridge, Franky Perez, Jason Mraz and Five For Fighting. Every day, KMXB auctioned off autographed guitars to raise funds for “Save The Music.” KMXB partnered with Wells Fargo, Richmond American Homes and the Hard Rock Hotel and Casino who each donated \$7,500.00 to the “Save The Music” Foundation.

- **Rape Crisis Center of Nevada:** KMXB recently helped the Rape Crisis Center with a charity concert featuring Uncle Kracker and The Calling at the Palms Casino Resort. KMXB purchased tickets to the concert for on-air giveaway, ran various promos supporting the event, and donated numerous items for the silent auction. The Rape Crisis Center raised over \$60,000.00 in one day.
- **Various Charities:** KMXB also partners with numerous charities in Las Vegas. From Silent Auctions at events to benefit Susan G. Komen, to live remotes at the Heart Association Walk, and blood drives on 9/11 for United Blood Services, K.MXB is proud to help community charities in any way it can. Past charities include: Make-A-Wish, United Blood Services, City of Hope, the Heart Association, Lili Claire Foundation, Apples for Education, and more!

### **KMZQ**

KMZQ helped encourage people to register to vote in the Las Vegas area by passing out registration forms at various remotes and events, as well as including information on the station website that included instructions on how to register to vote as well as including the registration form.

KMZQ supports the community and charitable organizations in many ways. Supporting various run/walks, local animal foundations, donating items to non-profits, schools and charities for their auctions.

KMZQ sponsors several local events such as:

- “Teacher of the Year” which is a community program designed to reward Southern Nevada teachers for their hard work in the community.
- “Southwest Reading Festival” to kick off Nevada Reading Week. A day of fun and learning for kids and their parents. Partial proceeds benefit the Clark County Public Education Foundation’s Reads Program.
- “Super Summer Theater” a non-profit local theatre group and assisted The United Way of Southern Nevada in hosting military families this past summer.
- “Hug-a-Bear”: On one of the busiest shopping days of the year, KMZQ broadcasts live from a local mall collecting teddy bears for the Assistance League of Las Vegas, who uses the bears for children who are victims of crisis.
- “Summerlin Ice Cream Festival” attracts over 10,000 Las Vegas families with proceeds benefiting the Nevada Ballet Theatre.

- “Gift of Lights” display in Sunset Park (starting mid-November through New Years). Partial proceeds will benefit the Clark County Scholarship Fund for Disadvantaged families. Also, collection of gently used items for the Goodwill of Southern Nevada.
- “Breast Cancer Awareness Month”: A month long promotion to increase public awareness of breast cancer prevention. At the end of the month KMZQ hosts a wine and music event for sponsors and the public. Partial tickets sales and all proceeds from a silent auction are donated to the Las Vegas Susan G. Komen Breast Cancer Foundation.
- “DJs for PJs” is an all day event where our DJ’s broadcast live in their pajamas collecting pajamas and cash for Child Haven, which is a Clark County facility that houses children who have been in tragic situations.

### **KLUC**

KLUC has supported the community and charitable organizations in many ways, including:

- KLUC has the “98K Toy Drive” every December for the past five years. The entire KLUC staff and the Morning Zoo lives on 25’ scaffold for 12 days to collect toys. In the last 3 years the station has raised and donated over 300,000 toys for Help of Southern Nevada. This year, KLUC raised over 100,000 toys for HELP of Southern Nevada.
- KLUC has done a four-day live broadcast for Nevada Child Seekers.
- KLUC did a one day event called Cuts For Katie to raise \$12,000 for a 12 year old girl with Cancer.
- KLUC has done live broadcasts to raise money for Candlelighter’s (Kids with Cancer organization).
- KLUC is the sponsor of Reading Rocks for local children.
- KLUC promotes and participates in Nevada Reading Week.

### **KSFN**

KSFN-AM was a radio sponsor of City of Hopes’, ‘Walk for Hope’ on Saturday, September 20<sup>th</sup>.

For the last two years, proceeds from KSFN’s morning hosts ‘Best of’ CD have benefited Safe Nest, a Las Vegas-based charity that helps battered and abused women.

Each Sunday morning at 6am, KSFN airs Action Line, a local public service show that

interviews a local charity every week.

On December 11<sup>th</sup>, 2003, KSFN held its Hot Talk/Hard Rock Holiday Fundraiser for the Shade Tree Shelter. The event was co-sponsored and covered by local TV station KVVU Fox 5. The three-hour remote raised \$11,000.00 for Shade Tree, which is a shelter to help battered women in Las Vegas.

### **KXNT**

KXNT has raised over one hundred thousand dollars since 1999 for local and national charitable organizations.

For 5 years KXNT has put on it's annual Penny Drive. In 1999 KXNT raised five thousand dollars for the Nevada Childhood Cancer Foundation. In 2000, 2002 and 2003, KXNT has helped Opportunity Village a local self-funded charity by raising \$35,000. In 2001, the Penny Drive happened one month after September 11<sup>th</sup>, KXNT raised \$23,000 to benefit the American Red Cross Disaster Relief Fund.

In 2000, the Las Vegas Veterans Day Parade was in jeopardy. KXNT became the official radio sponsor and with its Infinity sister stations, have made the Las Vegas Veterans Day Parade one of the largest in the country. To bolster the parade and provide the funding to enhance the parade, KXNT raised \$20,000 for assistance with school busses, extra restrooms, police and more.

In 2002, KXNT went across the valley for a week filling a truck full of unwanted items such as clothes, exercise equipment, furniture to be sold at all of the Opportunity Village Thrift stores which were struggling for goods.

For the last two years, KXNT has been the radio sponsor of City of Hopes' "Walk for Hope" All of the money raised benefits research on breast cancer, diabetes and other diseases.

On October 18th of 2003, KXNT was the radio sponsor of the Alzheimer's "Walk for a Cure" in Las Vegas.

KXNT ran over 100 PSAs to promote Opportunity Village's Magical Forest. Opportunity Village is a Las Vegas-based, not-for-profit agency that serves people with intellectual disabilities to improve the quality of their lives and the lives of their families. Every year, Opportunity Village creates its Magical Forest, a Christmas light display to raise funds for the holidays.

### **KXTE**

KXTE supports its community and charitable organizations. For example, here are a few things the station has done in the past year and a half:

- **B.O.S.S. AUCTION** - benefits Candlelighters of Las Vegas, which is an

organization that helps families with children fighting Cancer. KXTE auctions off all of the stuff it got autographed by bands in the previous year.

- **BACK PATIO CD** - benefits Child Haven & Make A Wish. The CD is a compilation of sounds that bands have performed on the station's Back Patio.
- **FIRST FRIDAY** - benefits LV Rape Crisis Center. The station works with a local paper on a free event downtown with music and art that happens the first Friday of every month. People make donations to the charities.
- **SEPTEMBER 11TH, 2002** - benefits United Blood Services. The station held a Blood Drive on September 11th, 2002.

The station also helps its other five Infinity Las Vegas stations with their charity events by running promos. Some of these events would include American Heart Walk, Penny Drive, Bite of Las Vegas, and Pet-A-Palooza.

## *Los Angeles*

### **KFWB**

KFWB played an important and early role in providing aid to the victims of the September 11<sup>th</sup> attacks. Two days after the attacks, KFWB partnered with a local television station to put together a fundraiser for victims of the attacks. KFWB raised \$500,000, thanks in large part to the many KFWB news employees that went to collect donations, after working long, emotional shifts covering the story for the station's listeners.

KFWB created and executed a half-day Saturday seminar on the energy crisis; much of the seminar was carried live and highlights were rebroadcast in a two-hour special program.

KFWB gets involved with the community and mentoring by providing individual shadowing and tours for students of broadcast journalism.

The general manager of the station served recently on a panel at the Homeland Security Summit organized by Los Angeles Mayor James Hahn. The topic of the panel was "Improving Communication between the Government and Media in Time of Crisis."

KFWB organizes and executes several "Power Breakfasts" throughout the year. These public forums focus on providing small business owners and operators with expertise on how to better navigate the business world and be more successful in their field. Attendance can range from 250 to 600 people.

KFWB's website contains a "Community Calendar" that any local community or non-profit organization can use to post an announcement identifying their event and who it

benefits. The calendar uses a tool allowing the organization to input its own information.

The website also has an entire section devoted to offering earthquake preparedness information, a key service in the station's listening area.

### **KRTH**

K-EARTH 101 answered the emergency call from the U.S. Marines for help with the 2003 Toys For Tots Holiday Toy Drive. Because of the war, Marine staffing and budgets were taxed and this year's campaign was in jeopardy of having the lowest donation response in ten years. Therefore, the Marines were in danger of not having the toys to fill the wish lists of thousands of Southern California children. The station's response was affirmative and immediate. Within 24 hours of the request from the Marines for help, the station moved into action with hourly appeals to K-EARTH listeners that ran through the weekend, soliciting support for the drive. The station also served as an official drop-off site with a collection bin prominently placed in its lobby and the station also plugged drop-off sites at two different Toys 'R' US locations, on the air as well as on the station's website. Station listeners responded famously! By Monday the station had collected hundreds of toys for this effort including books, which the Marines informed us are always in short supply because they are rarely donated. A children's book author heard the appeals by K-EARTH 101 Morning Man, Gary Bryant, and came in with scores of her newest book. She made an appearance on the station's Public Affairs Program, "It's Happening," on Sunday morning. She discussed the campaign and her donation with the station's Public Affairs Director, Vivian Porter, who made an additional appeal to the station's listeners for donations.

Each of KRTH's air talents contribute their time to local charities including The Arthritis Foundation of Los Angeles, The Southern California Counseling center, The Suicide Prevention Society of Los Angeles, The Sherman Oaks Children's Burn Foundation, The City of Hope and many more.

The KRTH "Care For Kids" Radiothons have raised nearly \$1,000,000, benefiting the LAC/USC Pediatric Pavilion and a number of other children's organizations.

The station has also recently initiated charitable efforts for the Los Angeles County Firefighters Honor FDNY project and Para Los Ninos annual holiday toy drive.

This list reflects the community events the station supported in 2003, with airtime and presence, benefiting local organizations and programs.

#### **January**

Redondo Beach Super Bowl 10K Run – 25th annual run, held at the Redondo Beach Marina – Benefits local children's programs and events

#### **February**

Los Alamitos 10K – 23<sup>RD</sup> annual run, located on the Joint Forces Air Force Base in Los Alamitos –Benefits the USA Water Polo National

Aquatics Center

**March**

The Great Race of Agoura – Benefits Agoura High School and Agoura Hills and Oak Park Elementary programs

**April**

Christopher Street West/ LA Pride – Pride festival in West Hollywood – Benefits local health, outreach and community organizations and programs

America's Family Pet Expo – Largest Pet Expo in the world, held at the Orange County Fairgrounds – In support of Best Friends animal rescue and adoption

Huntington Park Fest 10th annual

Carnaval Primavera, Downtown Festival – Benefits St. Francis Medical Center, Community and Mission Hospitals

29<sup>th</sup> Annual Pasadena Spring Art Show – Benefits the Pasadena Jaycees and Children's Art Programs

Jimmy Stewart Marathon 22<sup>nd</sup> annual in Griffith Park – Benefits St John's Children and Family Development Center

WalkAmerica 1<sup>st</sup> walking event in the U.S. – Largest fundraiser for the March of Dimes, locally and nationally

Fiesta Broadway

14<sup>th</sup> annual celebration of Hispanic Culture, music and family – Largest Hispanic festival in Los Angeles – Benefits Ronald McDonald House

**May**

Cinco de Meow Pet Adoption – Benefits local pet adoption organizations and programs

Long Beach Pride 20<sup>th</sup> annual festival and parade – Benefits local children's toy drive and scholarship program

Old Pasadena Summer Fest – Benefits Pasadena Jaycees and local children's organizations and art programs

Warner Walk – Benefits the March of Dimes

**June**

9<sup>th</sup> Annual Tustin Chili Cook-Off – Benefits Tustin Fire Department Community program

**July**

Torrance Air Fair – Benefits local Boys and Girls Club chapter

**August**

Sunset Junction Street Fair 22<sup>nd</sup> annual – Benefits the Sunset Junction Neighborhood Alliance Youth at Risk Program

**September**

Belmont Shore Car Show

City of Hope/Walk for Hope 5<sup>th</sup> annual 5k walk – Benefits Breast Cancer Research at City of Hope Cancer Medical Center

California Coastal Cleanup 18<sup>th</sup> annual – Volunteers clean up several local

Southern California beaches including Santa Monica and Huntington Beach  
Cruisin' for a Cure at Verizon Wireless Amphitheatre – Benefits prostate cancer research

**October**

Huntington Park Fest – Benefits St. Francis Medical Center, Community and Mission Hospitals  
Hirshberg Pancreatic Cancer 10K Run – Benefits the Hirshberg Pancreatic Center at UCLA  
Bunker Hill/ March of Dimes – Benefits the March of Dimes

**November**

Komen Los Angeles County Race for the Cure – 8<sup>th</sup> annual race, held at Rose Bowl in Pasadena – Benefits Breast Cancer research, treatment and education

**December**

Sheriff's Department Toys for Tots Ride  
Toys for Tots  
Western Hemisphere Marathon – Benefits Veterans of America Culver City Chapter

**KLSX**

The station was a major media sponsor in “Aid for Aids Dining Out for Life 2002,” with well over \$10,000 of airtime devoted to the cause.

The station donates airtime for public service announcements together valued at approximately \$500,000 for 2002.

In addition, the station supported the following in 2002 and 2003:

- March of Dimes 2002 Corporate Golf Classic
- Drug Free Southern California
- American Red Cross at Diamond Bar High School
- Employment Guide Job Fair
- For Our Children
- Los Angeles Regional Food Bank
- Orange County Chapter – 2002 Multiple Sclerosis Bay to Bay Bike Tour
- CHiPs Toy Drive
- City of Hope - Walk for the Cure
- Tom Leykis Camacho's Earthquake Victims in Mexico Relief Fundraiser
- Los Angeles Marathon
- Los Angeles St Patrick's Day Parade

- Surf Rider Foundation Fundraiser
- North Hills Prep High School Career Day
- Huntington Beach Earth Day Clean Up
- Kid's Day Autograph Session
- Pasadena Summer fest in Old Town
- Santa Monica Pier Restoration Society Twilight Series
- Orange County Fair and Exposition
- Los Angeles County Fair and Exposition
- 5<sup>th</sup> Annual “Stuff-A-Truck” Food Drive – KLSX, for two days and at two locations, joined with listeners and the surrounding community to raise 20,000 pounds of non-perishable food items for two major local food banks: The Los Angeles Regional Food Bank and the 2<sup>nd</sup> Harvest Food Bank of Orange County.
- One Night Only with The Advocate Magazine /OUT – A “FUN” raising evening with the stars of "Hollywood Squares Game Show. L.A. SHANTI is a volunteer driven, non-profit organization dedicated to empowering individuals of diverse communities affected by HIV/AIDS, cancer and other life-threatening illnesses through emotional support, prevention and education services.

### **KNX**

KNX has a long and award-winning history of providing various types of assistance to local and charitable groups for more than 30 years. It has been the game plan of the KNX community services department to seek out local groups and to offer a wide range of assistance aimed at improving the lives of listeners. KNX has been recognized repeatedly for its outreach and community service, even being singled out by President Clinton in a speech at the Radio and Records Convention. Here is part of the KNX story:

KNX teamed up with the Rescue Mission Alliance of the San Fernando Valley to conduct the *KNX Drive Away Hunger Day*, which raised more than \$31,000 to feed the less fortunate during the holiday season. KNX employees collected checks from listeners at the Valley homeless shelter.

For its 32<sup>nd</sup> straight year, KNX honored a *Citizen of the Week* for outstanding public service or heroic actions. Their stories of commitment become the core of a station documentary called *The Good People* and the highlight of a station luncheon honoring their community spirit.

KNX remains the lone radio sponsor of the Governor’s Conference for Women, a one-day event focusing on personal finance, professional development and testimonials from famous women. This year KNX anchor Gail Eichenthal is serving as a moderator for one

of the conference panels and KNX Community Services director David P. Ysais served as a scholarship judge.

KNX has been a major sponsor of the Alzheimer's Association Memory Walk since its inception eight years ago. Organizers have been featured on KNX's community affairs show *On the Scene* and the walk also received support through public service announcements. The event has grown more than ten times since KNX's involvement.

KNX reporters and anchors serve as celebrity bartenders at the annual Block Party for the Concern Foundation. The Concern Foundation event raised \$1.5 million dollars in a single night. KNX anchor Frank Mottek serves as emcee.

KNX Community Services director David P. Ysais serves at Principal for a Day throughout low-performing, inner-city schools. This is his fifth straight year of serving as principal at schools throughout Los Angeles. He delivers a speech at every location talking about careers in broadcasting and the importance of staying in school.

KNX offers a *Morning with Traffic Guru Jim Thornton* as a auction item for the Pediatric AIDS Foundation. Several hundred dollars are raised from this offer.

KNX Community Services Director David P. Ysais sits on a panel for the *Foundation for the Junior Blind* conference focusing on coverage of the disabled community. The week previous KNX had aired a feature of the foundation's facility and programs.

KNX is selected as a sponsor for the Arthritis Walk in Los Angeles. KNX partners with KCBS-TV and KCAL-TV is raising \$540,000 during the walk to help pay for programs and health assistance.

KNX attends USO luncheon to talk about promoting the message of the group that assists servicemen and servicewomen. The eventual partnership includes KRTN Radio, and both stations put together an extremely successful radiothon to help refurbish and rebuild the tiny Bob Hope USO Canteen on the grounds of Los Angeles International Airport. Within two days, KNX helps raise \$200,000, which is more than enough for groundbreaking.

This is KNX's fourth straight year of hosting a Coro Foundation fellow. The Coro Foundation develops disadvantaged students in the areas of public policy, public service and public development. For one week, the Coro fellow works in both the newsroom and community services department, in order to understand the media coverage of public policy. Graduates of the program now work in Los Angeles government.

KNX Community Services Director David P. Ysais joins national AIDS: Act Now group being directed by the Centers for Disease Control. He orchestrates editorial and community service campaign for National HIV Testing Day as part of Viacom's umbrella

effort to battle against the spread of AIDS.

KNX Community Services Director David P. Ysais meets with Hollywood Chamber of Commerce Executive Director Leron Gubler to help develop a role for KNX in the clean-up of Hollywood campaign. Infinity stations have made donations to Hollywood Beautification (street sweep, graffiti removal) Team.

KNX promotes Sweet and Hot Jazz festival and its effort to bring jazz music to young musicians. The festival foundation uses the KNX exposure to raise money for instruments and lessons for young people in stage bands throughout Los Angeles County.

KNX received an award from WeTip as a Radio Station of the Year for the eight straight year. KNX has been a solid partner of WeTip, promoting the anonymous anti-crime hotline after its crime stories. KNX listeners continue to be among the top ten resources for crime tips in Southern California.

KNX has sponsored The Rotary Club Oktoberfest in Newbury Park for five years. A KNX broadcaster emcees the event and KNX helps promote the free festival where food, crafts and art are sold. The proceeds support the Rotary's local charities in the Ventura County area.

KNX also is in its fourth year of sponsoring the Well Woman Conference at Good Samaritan Hospital in downtown Los Angeles. The conference is designed to offer the latest services and information for minority communities. KNX offered public service support as well as interviews with doctors at the event. More than 1000 women attend every year.

KNX Community Services Director David Ysais delivers tours on a very regular basis. Over the past six months alone, he has entertained local scout troops, several community college classes, a yeshiva class, and class of disabled LAUSD students.

KNX community services director David P. Ysais has spent the day serving as a principal at some of the most vibrant public schools in the inner city for the past four years.

### **KROQ**

Over the last five years, KROQ-FM has donated well over half a million dollars through its two annual concert events, The Kevin and Bean (KROQ's morning show) CD, and its KROQ calendar.

Local beneficiaries include:

Al Wooten Heritage Center  
Hathaway Children's Foundation  
Children of the Night

Para Los Ninos  
Break The Cycle  
Ronald McDonald House  
Foothill Family Service  
Starlight Children's Foundation  
Camp Ronald McDonald for Good Times  
HACER Hispanic Scholarship Fund  
Aids Walk Orange County  
Aids Project L.A.  
Heal The Bay  
Aids Project L.A.  
Surfrider Foundation

### **KTWV**

KTWV 94.7FM — The Wave has consistently been in the forefront with renowned involvement among local communities and charitable causes. Listed are examples of significant contributions made to local charitable causes benefiting Los Angeles and Orange Counties.

#### **All year 2003**

##### **“KNOW HIV/AIDS CAMPAIGN.”**

KTWV and it's parent company VIACOM vowed to offer full support of fundraising efforts committing \$120 million in public service announcement time towards HIV/AIDS awareness and prevention. The plan is to go well above the usual PSA campaign reaching, not only the general population, but also those hardest hit by the disease. The initiative launched in January continues the year throughout with a blitz of PSAs across VIACOM television, radio and outdoor partners. KTWV aired a series of special PSAs promoting awareness and public education in support of this company-wide campaign.

#### **February, 2003**

##### **“HAVE A HEART” BENEFIT CONCERT**

KTWV's morning drive personality, Dave Koz, performed at this concert event whose proceeds benefited the Music Heals foundation's music therapy programs for foster children. KTWV contributed to the success of the event by providing public service announcements and community calendar listings.

#### **March, 2003**

##### **“DINING OUT FOR LIFE”**

KTWV featured a special banner on its main web page offering a link to a web site offering details on this fundraiser to benefit further research on AIDS.

##### **“SMOOTH SERVICE WITH A SMILE”**

KTWV Morning Drive personalities, Dave Koz and Pat Prescott, served meals and

greeted listeners during KTWV's Sunday brunch at I'Cugini restaurant in Santa Monica. Donations were accepted for the "Community Development Technologies Center." The center helps prepare inner city residents to become community builders by increasing ownership, jobs, and business opportunities in inner city neighborhoods.

### **April, 2003**

#### **NATIONAL FATHERHOOD INITIATIVE CAMPAIGN**

KTWV's morning drive personality, Dave Koz, joined forces with Warner Brothers in awarding the first "Golden Dads" awards to 500 good fathers deemed "Golden Dads" in five major U.S. cities including Los Angeles. The initiative program is designed to promote involved, responsible, committed fatherhood by recognizing and rewarding the work of good fathers. Celebrity fathers such as, Jason Alexander, Randy Jackson, Stephen Collins, Alan Thicke, Bob Sagat, David Benoit, and more, were involved as spokespersons for the campaign.

### **May, 2003**

#### **WIVES OF THE 15<sup>TH</sup> MARINE EXPEDITIONARY UNIT**

KTWV morning drive personalities Dave Koz and Pat Prescott, contributed to the success of an encouragement dinner recognizing the wives of the men serving our country's efforts in the war with Iraq. The event was a "halfway dinner" to congratulate the wives for making it halfway through the 6 month deployment period. Dave Koz recorded a special tribute and encouragement message that was featured at the function, along with autographed CDs for all wives in attendance.

### **August, 2003**

#### **CELEBRATION OF LIFE**

KTWV's midday on-air personality, Talaya Trigueros, was mistress of ceremonies for this 10<sup>th</sup> Annual Awards banquet at the Hilton Whittier Hotel, Whittier, CA. The banquet benefited the Whittier Rio Hondo AIDS Project. Numerous community service public service announcements were provided as well as limited giveaways of KTWV promotional items were provided at the highly successful event.

### **September, 2003**

#### **"GET IN THE GAME"**

KTWV staffers participated as chaperones in this wonderful event where 100 deserving under-privileged children from Hoover Elementary School in South Central Los Angeles were escorted to Dodger Stadium for a Los Angeles Dodgers baseball game. This event made a huge difference to many of the children whom had never had the opportunity to leave the inner city to attend a sporting function. It was a first for the children and a wonderfully safe time was experienced with many lasting memories.

### **“WAVEFEST” CONCERT**

Over 7000 KTWV Fans and supporters attended this sold-out concert event benefiting the VH1’s “Save The Music” Foundation in a yearlong commitment to bring greater attention to the lifelong benefits of music education and to restore music education programs in America’s public schools. This program has pledged to raise \$1 million this year to help restore public school music programs at a time when funding for music education is being cut or eliminated nationwide. Many Smooth Jazz artists performed at the event starring Natalie Cole and Mr. George Benson. KTWV clients and advertising partners set up booths at the event offering the audience a wide variety of sampling products and services. Numerous on-air promotional mentions were made in support of what has become Southern California’s marquee “Smooth Jazz” musical event of the year.

### **November, 2003**

### **“CHRISTMAS AT THE GROVE”**

KTWV teamed efforts with KTLA TV, Los Angeles for this musical tree lighting ceremony at “The Grove,” a local outdoor mall in the Fairfax District of Los Angeles, featuring Smooth Jazz artists such as guitarist Norman Brown, saxophonist Kirk Whalum and Kenny G. Numerous on-air promotional mentions were made during all dayparts. The event was also prominently featured on KTWV’s website [www.947wave.com](http://www.947wave.com). Proceeds and donations from the event benefited the Pediatric AIDS Foundation.

### **February, 2004**

### **DEADLY CHILDHOOD DISEASES**

The WAVE teamed up with The Make-A-Wish Foundation in presenting “Affair Of The Heart,” a charity Valentine’s Day concert featuring WAVE artist Jonathan Butler at the Fairmont Miramar Hotel in Santa Monica. Many promotional on-air mentions were made and a spokesperson from the Make-A-Wish Foundation was featured on the WAVE’s public affairs show “Visions and Views.” Proceeds from the event benefited the Make-A-Wish Foundation of Greater Los Angeles.

### **June, 2004**

### **FATHERHOOD**

The WAVE’s morning drive personality, Dave Koz, joined forces with the WAVE, Rendezvous Entertainment and the National Fatherhood Initiative’s (an organization dedicated to improving the well-being of children by increasing the proportion who grow

up with involved, responsible, committed fathers) 2<sup>nd</sup> Annual “Golden Dads Day” event awarding “Golden Dad” awards to good fathers deemed “Golden Dads” in ten major U.S. cities including Los Angeles. The initiative program is designed to promote involved, responsible, committed fatherhood by recognizing and rewarding the work of good fathers.

### **HEAD TRAUMA**

The WAVE’s #1 Arbitron rated midday on-air personality, Talaya Trigueros, once again hosted the “High Hopes” Head Injury Program Benefit Concert at the Hyatt Regency Newport Beach featuring Saxophonist Eric Marienthal. The event raised money for those who have suffered major head trauma. This incredibly successful program offers results that astonish even the most skeptical of doctors.

### **September, 2004**

### **WAR AGAINST CANCER**

The “Light The Night” Walk is The Leukemia & Lymphoma Society’s nationwide evening walk to raise awareness of blood cancers and funds for cures. Participants carry illuminated balloons to celebrate and commemorate lives touched by cancer. Funds raised support the Society’s mission: cure leukemia, lymphoma, Hodgkin’s disease and myeloma, and improve the quality of life of patients and their families. Participation helps save lives. Anyone can take part. Children, adults and seniors are all welcome. This is a casual walk with no fitness requirements. The WAVE sponsored and promoted this event in the Los Angeles area with numerous on air public service announcements, an appearance at the event and an interview on The WAVE’s public affairs program.

### **OTHER COMMUNITY PUBLIC SERVICE ANNOUNCEMENTS**

In addition to major participation in the local events listed above, KTWV supported these smaller community oriented local charities and non-profit organizations with on-air public service announcements promoting fundraising, awareness and volunteerism from 2001 through 2004:

Caltrans Highway Information Network  
SPCA-LA  
Southern California College of Optometry  
Volunteer Center of the South Bay  
Los Angeles Commission on Assaults Against Women  
Olive Crest Homes  
Los Angeles Suicide Prevention Center  
At Home Health Services  
Angeles Girl Scout Council  
AIDS Project Los Angeles  
Long Beach Literacy Council  
Society of St. Vincent De Paul  
Food On Foot

Para Los Ninos  
The Los Angeles Free Clinic  
La Posada  
Project Kid Care Photo Ids  
Charles R. Drew University of Medicine and Science  
Families For Children  
100 Black Men of Orange County  
Safety Belt Safe USA  
SPCA LA  
American Red Cross  
Pet Pro Life Organization  
Orange County Blood Services/San Diego Blood Bank  
Henry Mancini Institute  
Girl Scouts of America  
Wildlife Waystation  
The National Center on Addiction and Substance Abuse at Columbia University  
Cruisin For A Cure  
The John Coltrane Foundation  
American Red Cross Hurricane Relief Fund(s)

### **CLUSTER**

All of the Infinity radio stations in LA participate in airing PSAs and editorials to support Drug-Free Week in Southern California during the second week of January.

Infinity Los Angeles scheduled 546 Public Service Announcements from October through December 2003 with an estimated value of \$34,125.

3<sup>rd</sup> Annual “CHiP’s For Kids” Toy Drive at Outback Steak House in Burbank, Calif. At this 3-1/2 hour event, Infinity Los Angeles collected more than 200 new, unwrapped toys for the California Highway Patrol Traffic Safety Program.

L.A. Kings & Infinity Broadcasting Los Angeles teamed up for the American Red Cross Benefit! \$100,000 was made in ticket sales during the game. The entire sum will be donated to help reach the \$250,000 committed [according to Staples Center].

### ***Memphis***

#### **93X FM 100 SportsRadio WMC**

**Pink Palace Crafts Fair:** FM 100 sponsors this annual arts and crafts fair in October to benefit the Pink Palace Museum. Over 50,000 people attend the 4-day event which features family entertainment and hundreds of arts and crafts booths and demonstrations.

**Subsidium Carrousel of Shoppes and Gala:** This annual shopping event and gala benefits the Memphis Oral School for the Deaf. This is the premiere holiday marketplace event in the city. FM 100 sponsors the kickoff gala and marketplace at the Mid South Coliseum each October.

**Zoo Boo:** A Halloween Spooktacular featuring haunted houses and costume contests at the Memphis Zoo sponsored by FM 100. Over 10,000 families enjoy this 3-night event. It's one of the Zoo's top fundraisers of the year.

**Race for the Cure:** FM 100, 93X, and SportsRadio WMC sponsor the annual Komen Memphis Race for the Cure. Over 13,000 men and women run walk or jog to benefit breast cancer research. FM 100's morning show hosts, Ron Steve and Karen sit on the advisory board of Make-A-Wish.

**Make-A-Wish Stories of Light:** FM 100 started this campaign eleven years ago to grant 23 wishes in 23 days. FM 100 raised an average of \$500,000 a year over the last three years, which equates to over 150 wishes. This annual event takes place during the month of November and culminates around Thanksgiving.

**MIFA Empty Plates Radiothon (June):** FM 100, 93X and SportsRadio WMC held a day long radiothon to raise money for the Metropolitan Interfaith Association which feeds over 1000 families a day.

FM 100, 93X and SportsRadio WMC sponsor the annual Kroger/St. Jude Tennis Tournament in February, an ATP Tennis Event. We are also the media partner for the FedEx/St. Jude PGA Golf Tournament in May.

**Play it Again Radiothon (August):** 93X, FM 100 and SportsRadio 790 held a radiothon to raise money and collect used musical instruments for kids in school music and band programs that cannot afford new instruments.

**Life Blood:** When blood supply reached critically low levels in January, 93X aired PSAs and conducted a live broadcast at a Life Blood donor center encouraging the community to donate. Additionally, 93X will air PSAs supporting the blood drive with Theatre Memphis' production of Dracula beginning 10/11.

## ***Minneapolis***

### **WCCO**

Every weekday for the past 50 years, WCCO Radio has honored a different member of the community that has contributed to their environment in a positive way. This award honors everyone from athletes to cooks to grandparents. If you have made an impact in someone's life, you're deserving of The Good Neighbor Award. Daily winners receive a certificate suitable for framing and a :60 on-air honor twice on the day they are chosen.

Every year for the past 10 years, WCCO Radio has helped raise funds and food for the Minnesota FoodShare organization. Throughout March, the station encourages listeners to donate to their local foodshelves, conduct interviews with food shelf representatives and recipients and, everyday, the station honors a local foodshelf volunteer through its Good Neighbor Award Program.

WCCO Radio partners with the Parker Hughes Cancer Research Institute to help increase awareness about cancer research and to, ultimately, help make strides towards curing/preventing cancer. The station raises funds through its Holiday Good Neighbor Campaign (local talent goes out to various locations and challenges listeners to come down and donate) and through a fundraising campaign at the Mall of America in December.

### **WLTE**

WLTE regularly works with area organizations in promoting events that educate and involve the public on topics including, health, wellness, family, and community. These events include numerous on-air announcements to support the message. Those events include but are not limited to:

WLTE has partnered with the American Cancer Society Fundraising Events over the last year (3 golf tournaments and 1 walk/race). Promotional announcements, website support, literature distribution at other radio station events and on-site support.

WLTE partnered with the Leukemia and Lymphoma Society for their annual “Light the Night” fundraising walk. Promotional announcements, website support, literature distribution at other radio station events and on-site support with local dj hosting event.

WLTE partnered with the Minneapolis Heart Institute to help promote their “Take Fitness to Heart” Walk. Promotional announcements, website support, literature distribution at other radio station events and on-site support

WLTE partnered with the Junior League of Minneapolis to promote their Winter Market 2003. Promotional announcements, ticket giveaways, website support, literature distribution at other radio station events and on-site support with local dj hosting portion of the event.

WLTE partnered with the Star Tribune to help sell newspapers at an increased rate on a specified date. Proceeds went to Children’s Hospitals and Clinics. Promotional announcements, website support, and on-site support with local dj selling newspapers on that day.

WLTE has partnered with Burnsville Mall, Eden Prairie Center, Southdale Mall, and many others for their holiday fundraising events. Promotional announcements, website support, and on-site support with local dj hosting portion of the events.

WLTE is partnering with the American Heart Institute for the Annual Heart Walk in February. Promotional on-air support, interviews, on-site support, website support.

WLTE regularly posts community information regarding community and charitable events on our website. We also notify members of our Listener Network via e-mail on upcoming events and programs throughout the community.

WLTE air-personalities regularly host community events as well as interview community leaders and members of charitable organizations.

Every weekday for the last 16 years, Orly Knutson (morning show host) has visited a different office every morning and brought them coffee, donuts, flowers and prizes. The "Lite Break with Orly" helps to break up the stressful workdays.

WLTE is part of the Amber Alert Radio System. This system helps to assist in local child abductions and has been used a few times in the last 6 months.

### **WXPT**

During National child abuse neglect and prevention week, WXPT held a radio auction to raise money for the Greater Minneapolis Crisis Nursery. The Nursery is vital to the community of the Twin Cities because this non-profit organization directly helps families and children in crisis situations in and throughout the Twin Cities. The nursery provides items, services, money, and shelter for children and families in need. WXPT is committed to its next radio auction scheduled for April 2004. Lisa Wright, host of the WXPT morning show is also an honorary board member of the Greater Minneapolis Crisis Nursery. Lisa is directly involved in helping promote fund raising for the nursery. Lisa is heading into her second year as an honorary board member of the nursery.

WXPT has been involved with the Mendota Heights volunteer fire department. These great firefighters hold a fund raising dance every year, and the WXPT Morning show is directly involved in promoting this wonderful event.

WXPT has also been helping out the United Way of Minnesota, Twin Cities. This past week, the WXPT morning show has been promoting a cereal drive to help benefit the United Way, Twin Cities.

Live on-air radio telethon raising funds for local non-profit organizations, Spare Key, Camp Courage. Campaign supported by round-the-clock campaigning for listeners to donate, web support, etc.

WXPT will honor mothers throughout the Twin Cities. Promotion will be supported by on-air promotional mentions, web, etc.

WXPT has partnered with an organization that helps to displace families by receiving donations of home furniture, etc. The station supports this cause through on-air

promotional mentions and web support.

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### **Cluster**

Infinity Minneapolis stations partner with the Union Gospel Mission every November for an on-air radiothon. The stations spend the entire broadcast day, on all 4 stations, telling the story of the Union Gospel Mission and the people that have used the facility to make a change in their lives. Last year, the stations raised enough money for nearly 40,000 meals. This year, the cluster hopes to raise enough money for 65,000 meals!

### ***New York***

### **WFAN**

WFAN conducts a 28 1/2 hour annual Radiothon each spring to benefit local charities that are associated with the Hackensack (NJ) University Medical Center: The Tomorrow's Children's Fund (kids with cancer) and the CJ foundation for SIDS (Sudden Infant Death Syndrome) along with the Imus Ranch (kids with cancer attend the session at the Ranch). The station's 28 1/2 hour Radiothons (its done 14 annual Radiothons) have raised over \$35 million dollars for the charities. Each Radiothon begins on a Thursday at 5:30am with Imus in the Morning and continues through 10am that Friday.

WFAN is also a heavy participant in the World Hunger Year "Hungerthon," an annual event held the Saturday and Tuesday before Thanksgiving. This year WFAN raised over \$175,000 for World Hunger Year.

WFAN also participates in charity basketball and softball games throughout the tri-state area as well as sending out speakers for various local charitable events throughout the year.

### **WINS**

WINS has a nearly four decade history of supporting hundreds of community

organizations. Through programming, news coverage, PSAs, and staff volunteerism, WINS has helped individuals and organizations to help themselves and others during the holiday season.

The station's commitment to the communities it serves runs all year long but is particularly visible during the holidays. Beginning in November each year, the station airs stories on a weekly basis highlighting the needs of the less fortunate as well as the work of organizations trying to fulfill those needs. Below are some examples of the station's work for its communities.

Evidence of the station's strong commitment is found in its on-air World Hunger Year event. In conjunction with other Infinity stations in the market, WINS devoted significant airtime promoting World Hunger Year's mission to feed the hungry. Station programming included a series of on-air auctions throughout the day. Listeners bid on all kinds of items, including autographed memorabilia, backstage visits to TV shows, and even a day with the station's morning reporter John Montone (John's segment resulted in competing bids and a total of \$10 thousand dollars in donations!). Producer Jack Conceicao used his series: "Hometown Heroes" to bring attention to the staff of volunteers and the people who are served by the World hunger year group.

The need on Long Island and New Jersey was also a focus of the station's attention. WINS interviewed actor Brian Dennehy while he collected turkeys for distribution for Island Harvest, a group dedicated to feeding the hungry. The station provided similar coverage for a group in New Jersey and in all three cases, it prompted its listeners to take action and donate whatever they were able to afford.

The station's commitment to charitable work during the holidays extends beyond serving the hungry. WINS aired stories for God's Love We Deliver, a group of volunteers who deliver hot meals to homebound people with AIDS and other life threatening illnesses. On November 26th the station aired the groups' urgent plea for drivers in the Bronx.

The station visited the Bowery Mission in November to highlight the growing problem of homelessness. The program director told the station's listeners that this is one of the worst years in recent memory and the soup kitchens cannot keep up with the demand.

On December 1<sup>st</sup> 2003, reporter Alice Stockton-Rossini kicked off the station's annual coverage of Operation Santa. In conjunction with the US Post Office, the station shared stories from needy children who have written letters to Santa Claus.

In mid-December 2003, the station put the strength of its airwaves behind the Toys for Tots program. In a series of stories, listeners learn about the Marine Corps efforts, how and where to donate, and who benefits from their donations.

The station's commitment to the needy does not end with its on-air product. Virtually every member of the staff is involved in charity work. Many, like reporter Al Jones, takes part in Operation Santa, helping to grant the wishes of some of the area's most needy.

This year Al and his family responded to nine letters. Station News Director Ben Mevorach takes his son to the Bowery mission and serves food to the homeless. Anchor Cheryl Simone posts a note to the staff offering a free meal to anyone known to be in need on Thanksgiving. Others collect coats, adopt a family or run a food drive during the holiday season.

### **WCBS(AM)**

WCBS produces three WCBS Small Business Breakfasts each year. These breakfasts are held in the New York City metropolitan suburbs. In 2003, the station held its first breakfast in Rye, New York, its second breakfast in Greenwich, CT and its third breakfast in Garden City, Long Island. The station's morning business reporter Joe Connolly is the host of these breakfasts. The station has a panel of local business leaders at each breakfast who answer questions posed by Joe. The station also allows the people attending the breakfast to ask questions to the panel. The station usually has approximately 500 to 700 people attending. After the breakfast, Joe uses snippets from the panelists in reports that are aired on the station for the following two weeks.

WCBS produces two Working Women's Lunches each year. These lunches are hosted by the station's morning news anchor Pat Carroll. These are held in the local suburban communities and approximately 400 to 500 working women attend the lunches. There is a networking portion before the lunch for women to talk to each other. Then during the program, Ms. Carroll interviews on stage two or three successful working women from the metropolitan area.

Every year on the day before Thanksgiving, WCBS airs a radiothon from 5am to 8p to raise money for local organizations who are dedicated to feeding people who go without. The station auctions items each hour to raise money. Each year, the radiothon raises approximately \$200,000 for these local organizations.

### **WCBS-FM**

**Adopt-a-School:** Under a special partnership between Infinity Broadcasting and the New York City Department of Education, WCBS/FM is proud to participate in an educational initiative called, ***“Adopt-A-School – Kids Are Everyone’s Business.”*** The effort promises to raise \$10-thousand a year for our *“adopted”* school, Brooklyn High School of the Arts. In addition to providing much needed funding to our public high school, the program also provides students with distinct mentoring and other unique opportunities to ensure that our students have the tools they need to succeed as our future leaders.

**More Marathon:** First-ever marathon for women over forty. Proceeds went to Step-Up Women's Network, a nonprofit membership organization whose fundraising benefits went to the Breast Examination Center of Harlem, The Professional Mentorship Program, The Community Mentorship Program & The 52<sup>nd</sup> Street Project.

**Hoboken Arts & Music Festival:** Featured over 300 artists, sculptors, photographers and craftspeople, great food and live performances.

**Taste of Times Square:** All along 46<sup>th</sup> Street between Broadway & 9<sup>th</sup> Avenue, more than 50 Times Square's restaurants provided "tastes" of their signature dishes for as little as one dollar.

**Seaside Summer Concert Series:** This concert series is one of the greatest summertime traditions in Brooklyn. It's one of the most successful and largest entertainment series of its kind in Brooklyn. This year's acts included Linda Ronstadt, Dionne Warwick, Felix Cavaliere's Rascals and Frankie Valli & The Four Seasons.

**CBS-FM Summer Drive-In Movie Series in Bergen County:** CBS-FM created an exciting and productive promotional program that brought back an era of innocence and family oriented entertainment to parks in Bergen County.

**The Quick Chek New Jersey Festival of Ballooning:** Cousin Brucie hosted a live broadcast at the Quick Chek New Jersey Festival of Ballooning. Festival featured great concerts, new foods and 125 spectacular hot air balloons inflating twice daily.

**CBS-FM Summer Drive-In Movie Series in Eisenhower Park:** CBS-FM created an exciting and productive promotional program that brought back an era of innocence and family oriented entertainment to Nassau County.

**Voter's Registration Day:** CBS-FM set up booths at both the Port Authority and in the Viacom Building to give people the opportunity to have their voices heard and register to vote.

**Hoboken Arts & Music Festival:** Featured over 300 artists, sculptors, photographers and craftspeople, great food and live performances.

**Mindshare Foundation Vegas Night Charity Event:** Benefits the Make-A-Wish Foundation of Metro New York, which grants wishes to children with life-threatening illnesses.

**San Gennaro:** Cousin Brucie hosted a live broadcast at the San Gennaro Festival. Festival features restaurants from Little Italy, entertainment, arts & crafts and lots of food.

**Family Day:** CBS-FM ran a PSA recorded by Jaime Lee Curtis that talked about families that have dinner together are less likely to have kids that turn to smoking, drinking & drugs.

### **Cluster**

Infinity's New York stations in 2004 announced that they will provide financial aid, mentoring and tutoring to New York City public schools and will use air time to urge other business to do the same. Each Infinity New York station will adopt a school and will provide that school with at least \$10,000 of financial aid as well as at least five hours

per week of mentoring and tutoring services in an effort to help rebuild the New York public school system.

## ***Orlando***

### **WJHM**

The 102 JAMZ Web-site offers listeners the opportunity to submit PSA information as well as view posted PSA information. Listeners can also get information on registering to vote, clemency information for ex-felons, and other voter resources.

We supported "Register America" the Infinity Broadcasting nationwide effort to get people registered to vote by directing listeners' to the 102 JAMZ website where they could download voter registration forms and find important voter deadlines. We conducted over 5 street hits the day of "Register America" where we passed out voter registration forms. We supported this effort by running over 50 recorded promo's and over 75 live liners.

We've partnered with numerous organizations to inform voters of their rights at the polls this election season. We've partnered with local business' such as Sprint Diamond Network, and community organization's such as Russell Simmon's Hip-Hop action Network as one stop on their 33 day 10 state Get Out the Vote Tour. We partnered with the UCF Student Government on September 15<sup>th</sup> for "Wake Up Wednesday's" which is a statewide program that main purpose to is to get college students registered to vote as well as Phi Beta Sigma Fraternity Inc. on a voter registration drive.

We've partnered with "The Movement Central Florida" a non-partisan political committee designed to educate, mobilize and restore voter's confidence this election season. We've been doing our part to make the 2004 election a success through voter registration, voter education, voter empowerment and voter mobilization to the polls. For this effort, we ran well over 250 recorded promo's keeping listeners updated about important dates and deadlines in regards to voting. We've also supported local "The Movement Central Florida" events with live liners and having station DJ's and the Street Squad on-site. "The Movement Central Florida" has been recognized twice in the Orlando Sentinel for the efforts of going to the Orange County jail to register non-felons to vote in the November election and an article that recognized the efforts of "The Movement Central Florida" on getting the 18-34 hip-hop voters registered during "The Funk Master Flexx Celebrity Car Show Tour 2004" On July 3<sup>rd</sup>.

WJHM airs public service announcements for events, drives, or information regarding local and charitable organizations. Breakadawn, the station's morning show co-host, also hosts a half hour long public service show entitled "Community Breakdown with Breakadawn" that airs every Sunday morning from 6-6:30am. Breakadawn covers topics, issues, events, organizations, drives, etc. affecting the Orlando community.

### **WOCL**

Hurricane Charley / Frances / Jeanne On-Air Broadcasting – Hurricane Charley we provided a total of 2 days (48 hours) of important local emergency local information; Hurricane Frances we provided a total of approximately 3 days (72 hours) of local emergency information; Hurricane Jeanne we provided a total of almost 4 days (96 hours) of local emergency information. This information was also posted on our station website: <http://www.rock105.9.com>

Blood For Tickets – In the aftermath of Hurricane Charley O-Rock 105.9 conducted 2 blood drives with Florida's Blood Center to offer concert tickets in-exchange for listener's to donate blood. After Hurricane Frances we conducted 2 similar promotions, and after Hurricane Jeanne we conducted one blood drive.

O-ROCK 105.9 has dedicated live broadcasts to encourage listeners to donate blood. In 2004, listeners have come out and given blood during live broadcast events held on 1/17, 6/18, 8/17, 8/25, and 9/9.

On September 29<sup>th</sup>, the band Incubus played the TD Waterhouse and O-ROCK 105.9 supported the show with live mentions for day of show ticket sales \$10 off from each ticket went to Hurricane Disaster Relief Fund. On September 8<sup>th</sup>, the band Alter Bridge played the House of Blues and O-ROCK 105.9 supported the show with live mentions day of show ticket sales \$1 off from each ticket went to Hurricane Disaster Relief Fund.

On the O-ROCK 105.9 website we have posted the link for listeners to download their form to register to vote for the 2004 election. Also have taken forms out to events and focused on one or two events a week and made it the destination to find O-ROCK 105.9 and register to vote if they haven't done so already!

### **WOMX**

WOMX dedicates 5 weeks leading up to Christmas for Scott and Erica's Christmas Wish. The on air talent read letters on the air from listeners who need help around the holidays and take care of these needs in conjunction with Holler Auto Group and The Mustard Seed.

### ***Philadelphia***

### **WIP**

WIP conducts an annual Radiothon each August to benefit Eagles Youth Partnership; the charitable arm of The Philadelphia Eagles that tackles children's health and education issues, and City Year Philadelphia. Auction items are secured through WIP sponsors/partners and are bid on by listeners during a 37-hour continuous broadcast. \$180,000 was raised during WIP Radiothon 2003.

For the past 9 years, WIP holds a coat drive called “Coats for The Homeless”. Coats are collected at the WIP studios, as well as client locations. Coats are then distributed to a number of organizations in and around the Philadelphia area, including the St. Vincent DePaul Society, The Salvation Army, Catholic Social Services of Camden and Greater South Jersey, and the Philadelphia Committee to End Homelessness.

WIP donates large amounts of Philadelphia 76ers tickets to community organizations, such as: Philadelphia Fraternal Order of Police, Ronald McDonald House, Terri Lynne Lokoff Childcare Foundation and the Anti-Defamation League.

WIP air-personalities and staffers also give their time and donations to the following causes: American Heart Association, Children’s Hospital of Philadelphia, Children’s Miracle Network, Race for The Cure, plus many more.

### **WYSP**

WYSP is very active in the Philadelphia community. Each year the events of which the stations are a part include:

- The Susan G. Komen Breast Cancer Foundation Walk for the Cure: The mission of the local chapter is to eradicate breast cancer as a life threatening disease by advancing research, education, screening and treatment. WYSP is a proud sponsor of this event held each year on Mother’s Day. Station personalities host the “Welcome Stage” along with the other Philadelphia Infinity Stations.
- The MS150 City to Shore Bike Race: WYSP runs hundreds of PSAs encouraging listeners to be a part of this yearly event that raises money for MS. The station hosts the event at the start and finish lines, and provides sponsor donations for the racers.
- Philadelphia Cares Day: WYSP is the official radio partner of Philadelphia Cares, a volunteer organization aimed at helping underprivileged families in the area. Each year over 20,000 volunteers come together to clean up schools, playgrounds and neighborhoods. WYSP’s afternoon drive personality Cousin Ed hosts the kick-off activities as the volunteers get ready for the day.
- The Joy of Sharing: WYSP partners with CBS3 and KYW1060 to collect toys for needy Philadelphia families along with the Salvation Army. Last year over 30,000 toys were collected and distributed to families only in the Delaware Valley. Over 120 PSAs run on WYSP encouraging toy drop-offs in the station’s lobby.
- The March of Dimes Walk America: WYSP hosts two locations for this yearly event as 100,000 families come together to walk for the education and awareness of pre-natal care to save premature babies.

- Eagles Youth Partnership Carnival: As flagship radio station for the Philadelphia Eagles, WYSP hosts this yearly family fun day at the Eagles stadium. 20,000 Eagles fans come out this year and give their time.
- Big Brothers, Big Sisters of South Jersey: WYSP's Tanya and Melissa host the yearly thank you luncheon for all the volunteers who give their time to be a Big Brother or a Big Sister.
- Philadelphia City Hall Gala: WYSP runs PSAs and hosts a room inside City Hall for the Mayor's yearly open house. All money raised at the event goes to the beautification and restoration of City Hall and other city owned historic buildings.
- Philadelphia Library Book Donation Program: WYSP gets many books from various publishers throughout the year. They are collected and donated to the Philadelphia Free Library. In 2003 a donation of 1,500 books was made on behalf of WYSP.
- WYSP and BACA (Bikers Against Child Abuse) team up for the annual toys for tots motorcycle run that attracts over 5,000 bikers carrying toys to area Children's Hospitals. The entire WYSP airstaff/promotional department/programming staffs along with the Mayor and other local celebrities join in collecting toys for kids who are less fortunate.

### **WOGL**

For three consecutive years, WOGL suspends regular programming for FOUR days to raise money for The Children's Hospital of Philadelphia. Over the past three years, WOGL has raised over \$1.3 MILLION dollars. No other media outlet in the city raises the kind of money WOGL does for a local organization! 100% of the money raised benefits patient care programs at Children's Hospital.

### **WPHT**

WPHT works hard to benefit local charitable organizations to give back to the community. Here are a few examples:

- WPHT sponsored a Rally for America March 16, 2003 at 1:00pm at the Freedoms Foundation at Valley Forge. The public was invited to participate in a program that will show support for U.S. troops and remind citizens why Americans should be proud of their country and their culture.
- WPHT also joins forces with the USO when they need help. Last year the station sponsored Operation USO Care Package. Listeners sent \$25 donations to support service members engaged in the war on terrorism. The station's afternoon hosts did a live remote from McGuire Air Force Base with many special guests providing information about the US Military.

- WPHT partnered with its other Infinity radio stations in Philadelphia and teamed up with CBS-3 for Operation Brotherly Love. After 9-11, the station collected supplies for working emergency personal and during the war, the station collected supplies for US troops.
- In July 2002, WPHT did a live remote from across the street where 3 firefighters and 3 children died in a house fire. The station raised \$20,000 and reached out to the victims' families in Gloucester City through the New Jersey State Fireman's Benevolent Association.

## ***Phoenix***

Each Infinity Phoenix radio station involves itself in community related, charitable events and programs annually. A brief list of some examples during 2004 alone include:

### **KZON**

- Rock & Roll Marathon, January 10: *Benefiting the Leukemia and Lymphoma Societies, American Stroke Association, Childhelp USA's 'Champion for Children', American Diabetes Association and Team USA – New York 'Miles for Medals'*
- American Cancer Society, Climb to Conquer Cancer at South Mountain, February 28
- Boys & Girls Clubs of Metro Phx, The Zone's St. Patrick's Day Throwdown, March 17
- YMCA, Dragon Boats - Tempe Town Lake, March 20
- Phoenix Zoo, Zoo Brew, April 23
- Cystic Fibrosis, Cinco De Mayo Celebration, May 6
- Aids Project Arizona, Kick Off Party – Hamburger Mary's, June 12
- Rock Bottom Foundation, Miracle in the Desert, Sept 30
- Tempe Sister Cities, Way Out West Oktoberfest, October 1 – 3
- Cystic Fibrosis, Miss Salty Seniorita Pageant, October 2
- Boys & Girls Clubs of Metro Phx, 4<sup>th</sup> Annual Zone Yeti Classic, October 23
- Aids Project Arizona, Aids Walk Arizona, November 7
- Boys & Girls Club of Metro Phx, 12<sup>th</sup> Annual Zone CD Party, November 27

## **KOOL**

- Rock & Roll Marathon, Health & Wellness Expo, January 10
- Rock & Roll Marathon, January 11: *Benefiting the Leukemia and Lymphoma Societies, American Stroke Association, Childhelp USA's 'Champion for Children', American Diabetes Association and Team USA – New York 'Miles for Medals.'*
- Parkway Children's School, Transportation Day, January 30
- St. Simon & Jude School, Relay Race Fundraiser, January 30
- Phoenix Zoo, Spring Concert Series, Feb – April
- Barrow Neurological, Health & Wealth Raffle, February 4
- American Cancer Society, Climb to Conquer Cancer, February 28
- Tempe Kiwanis Club, Youthfest, February 28
- Spark of Hope, Bowl for Hope, March 20
- American Cancer Society, Relay for Life – Chandler, March 26
- Phoenix Children's Hospital, Hancock Homes Charity Fundraiser, April 10
- American Cancer Society, Relay for Life – Mesa, April 17
- American Cancer Society, Relay for Life – Peoria, April 20
- American Cancer Society, Relay for Life – Scottsdale, April 24
- Law Enforcement Torch Run, Cosmic Bowling Fundraiser, May 1
- Make-A-Wish, Charity Golf Tournament, May 5
- American Cancer Society, Relay for Life – Tempe, May 7
- American Cancer Society, Relay for Life – Apache Junction, May 8
- Arthritis Association, Arthritis Walk, May 5
- Phoenix Rescue Mission, Radio-a-thon, June 8
- Breast Cancer Association, Breast Cancer 3-Day, Mid-June
- American Heart Association, R&R Marathon Kick Off, August 12

- Vote America, Registering People to Vote, September 14
- Rock & Roll Marathon, Charity Kick-Off Party, September 23
- Phoenix Zoo, Zoofari Fundraiser, October 2
- Polly Klaas Foundation, KOOL KidSafe, Oct 23 & 24

### **KMLE**

- Rock & Roll Marathon, January 11, *Benefiting the Leukemia and Lymphoma Societies, American Stroke Association, Childhelp USA's 'Champion for Children', American Diabetes Association and Team USA – New York 'Miles for Medals.'*
- Scottsdale Charros, First Pitch, February 16
- Various Domestic Violence Shelters, Walk To End Domestic Violence, April 24
- Arthritis Foundation, Arthritis Walk, May 15
- Arizona Veteran's Foundation, Pratt to the Ballpark, May 31
- Phoenix Children's Hospital, KMLE Nation Celebration, July 18
- Boys & Girls Clubs of Metro Phx, Pratt to School, August
- Various Charities, Beauty of a Bonzer, September 18
- Phoenix Children's Hospital, KMLE Radio Thon, September 23-34
- Phoenix Children's Hospital, Change Bandits Concert, September 24
- City of Hope, Walk for Hope, October 3
- JDRE, Walk to Cure Juvenile Diabetes, October 30
- St. Joseph's Food Shelter, Turkey Tuesday, November 23
- Boys & Girls Clubs of Metro Phx, KMLE CD Party, November 5
- Phoenix Children's Hospital, KMLE Christmas Concert, December

## ***Pittsburgh***

### **KDKA-AM**

**Kidapalooza:** Annual fun fest for the entire family. Kidapalooza is targeted to young families and grand parents with children 2-10. This late winter all day event at the David L. Lawrence Convention Center is chucked full of fun activities, rides and stage shows for kids. 12,000 adults and children roam the 80,000 square foot venue with smiles and giggles aplenty.

**Santa Spectacular:** Annual holiday entertainment review with a spectacular pyrotechnic finale. The popular show takes place in downtown Pittsburgh on the Pittsburgh Downtown Partnership's Lite Up Night. Since it's beginning in 1998, Santa Spectacular attracts crowds of 30,000 to 50,000 people depending on weather. The show is free to the public.

**Singles in the City:** Pittsburgh ranks as one of the worst cities in America for singles to meet someone new. The Infinity radio stations have created Singles in the City, an evening of mingling and fun games for singles to have a chance to meet. Held at the luxurious club level of Heinz Field, home of the Steelers, Singles in the City hopes to erase one of Pittsburgh's weaknesses for young adults.

**The Wesley Institute:** Since 1965, Wesley has been helping Pittsburgh-area kids, providing educational, behavioral, child development and residential services — plus, community integration and community living programs. KDKA supports Wesley's major yearly fundraiser, held in 1Q. KDKA airs promotional announcements encouraging listeners to buy tickets to the fundraising event, vignettes that educate the audience about Wesley's services, on-air interview segments with Wesley, station website support and a KDKA on-air talent to emcee the Wesley event.

**The Boys and Girls Clubs of Western Pennsylvania:** KDKA serves as media sponsor of the Clubs' annual 2Q charity golf outing – not only by helping promote the event, but by seeking station client involvement. KDKA airs promotional announcements, conducts a live broadcast from the golf outing, provides station website support and provides premium items for the event's silent auction. Part of the message promoted on KDKA is how the golf outing allows funding for local kids to participate in the Clubs' Summer Camp program. Three staffers of Pittsburgh's Infinity group also serve as members of the Boys and Girls Clubs Golf Committee.

**March of Dimes/Western Pennsylvania Division:** KDKA is the chief media sponsor of both of the MOD's annual major fundraisers: *Walk* (April) and *Ride* (September). For both events, KDKA provides on-air and station website promotional support for the events. In 2003, a KDKA on-air talent participated in *Walk* – and did a live broadcast on-site from the Start/Finish line. During *Ride*, KDKA's retired morning host John Cigna (an avid motorcycle rider) acts as the event's Chairman and leader of the ride. Additionally, KDKA staffers have donated their time to act as judges for the annual March of Dimes A.I.R. Awards.

**Children's Hospital of Pittsburgh Free Care Fund:** 2004 will mark the 58<sup>th</sup> consecutive year that KDKA has supported and raised money for the Free Care Fund. Without a doubt, this annual 4Q/Holiday campaign is Pittsburgh's most well known fundraising campaign. The Children's Hospital Free Care Fund provides medical care and treatment for kids within a 150-mile radius of Pittsburgh, regardless of their family's ability to pay. In 2002, KDKA Radio's campaign brought in more than \$128,000 – and since 1946, has raised over \$15-million. This annual campaign runs roughly from Thanksgiving through Christmas – and features station remote broadcasts from all over the Pittsburgh area, as KDKA "takes" the campaign throughout Western Pennsylvania. The campaign also features heavy client involvement – as KDKA asks each client in the campaign to make a donation to Children's Hospital. In recent years, KDKA Radio and Children's Hospital have joined forces with KDKA-TV and The Pittsburgh Post-Gazette to form the "Free Care Friends," which allows all three entities to cooperate on support and promotion of this campaign. In 2002, KDKA and Children's Hospital debuted a custom-built Gingerbread House, which acts as the Downtown-Pittsburgh headquarters of KDKA's Children's Hospital broadcasts during most of December.

**Civic Organizations:** KDKA provides interview opportunities for various civic organizations, such as the Pittsburgh Symphony, Pittsburgh Ballet and Pittsburgh CLO. The station recently partnered with the Pittsburgh Symphony to sell tickets to a special afternoon series of orchestra performances, helping to initiate the program.

**Tommy Maddox Foundation:** This annual event is spearheaded by Steelers Quarterback Tommy Maddox and funds the Courage To Comeback Campaign, which encourages and supports disadvantaged kids in overcoming challenges through programs that provide leadership opportunities.

**Salute To Heroes:** KDKA sponsored a week of cruises aboard the Gateway Clipper for active military and their families the week of July 4. KDKA sponsored with promotional announcements and a live broadcast from the Clipper on July 4, and KDKA personalities were on each cruise. Admission was free to military members and their immediate family.

**Jerome Bettis Foundation Toy Drive:** KDKA partners with the future Hall-Of-Fame running back for the Pittsburgh Steelers to get donations of new toys to be distributed to area disadvantaged children through the Salvation Army.

**Charitable Causes:** In addition, our highly visible hosts lend their time and energy as hosts and spokesperson for a wide variety of charitable causes and fundraising events, including but not limited to the following: Dapper Dan Charities, Juvenile Diabetes, Make-A-Wish Foundation, Junior Achievement Tommy Maddox Foundation, Catholic Charities, American Cancer Society, National Ovarian Cancer Society, Allegheny General Hospital, Lupus Foundation, National Aviary, Special Olympics, Alzheimer's Alliance, Pittsburgh Vision Service, Pittsburgh Cares, Rotary Club of Pittsburgh, Pittsburgh Foundation, Arc Allegheny, P.O.W.E.R. Candlelighters, Nathan Arenson Foundation, Three Rivers Adoption Council, Little Sisters of the Poor.

### **WZPT-FM**

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**Sky Blast:** Audio-video fireworks extravaganza produced in conjunction with the Pittsburgh Pirates and simulcast on Star 100.7. Sky Blast is a June promotion of Infinity's Star 100.7 and is the Pittsburgh Pirates single biggest selling game of the year. The show follows the game and for the past two years has ended with a standing ovation from the overflow sellout crowd at PNC Park. This is the biggest selling game of the year. In addition to the 38,000 in attendance at PNC Park, another 100,000 people enjoy the show from Point State Park and from boats in the Allegheny River.

**Star 100.7 Cares for Kids Radiothon:** WZPT conducted a Radiothon to benefit Variety the Children's Charity's funding of Camp Variety, a day camp for children with neurological or physical handicaps which would preclude them from attending a normal camp and Kids on the Go, an effort that raises funds for wheel chairs, ramps, van lifts and other devices to aid families who have children with disabilities. In 2003, WZPT helped raise over \$100,000 for Variety the Children's Charity of Pittsburgh.

### **Station talent participation in local charitable events**

- Jonny Hartwell spoke at Westminster College on “Getting Started in Radio.”
- Jonny Hartwell announced Black School District’s Local Football Games.
- Jonny Hartwell was assisted in coaching Blackhawk School Districts Little Cougar Wrestling Team.
- Jonny Hartwell announced Blackhawk School District’s Local Wrestling Matches.
- Jonny Hartwell was guest MC for Bayer Corporation’s “Firework’s Gala 2004” to help raise money for the Pittsburgh local chapter of the United Way.
- John Cline, J.R. Randall and Kate Harris (morning show) Milk & Cookies (reading to school children) Madison Elementary, South Fayette Elementary, Rogers Elementary, Elroy Elementary, West Liberty Elementary, Banksville Elementary, Rowan Elementary, St. Margaret of Scotland, Holy Spirit School.
- Members of the entire staff participating in the United Way’s Day of Caring each September.
- Jonny Hartwell helped host the Lenny Kravitz Benefit Concert

**Star 100.7’s Flood Victim Charity Concert with Lenny Kravitz:** With cooperation of WZPT’s sister-station, WRKZ, a charity concert to benefit the flood victims of Hurricane Ivan raised over \$20,000 to be used by the local Salvation Army to help our friends and neighbors in need. An additional \$3000 was raised auctioning off a Lenny Kravitz guitar and jacket. Over 60 local communities were affected by flooding caused by heavy rains in September ’04.

Every morning the Star Morning Show highlights some of the local events that are happening in Pittsburgh. Here are just sample of the local charities and non-profit organizations that WZPT has helped in 2004: Robert Morris University, Muscular dystrophy association, 8th Annual 3 Rivers Ferret Follies, 21st Annual Family House Polo Match, Rock the Vote/Leechburg High School, St. Margaret of Scotland School in Green Tree/Golf Outing, Cranberry Township Police and Fire Departments, Allison Park Elementary PFO (flood relief), The American Heart Association (wine tasting), Kid Care Safety Event, Genesis, a non-profit unplanned pregnancy group, Children’s Institute of Pittsburgh, National Ovarian Cancer Coalition, Strength For Your Journey, The Leukemia & Lymphoma Society, North American Martyrs Catholic Church, McGuire Memorial Foundation, Pediatric Cancer Research, The Sharing and Caring Foundation, Matt Barr Benefit Ride, St. Anne Home, 20th Annual East Carnegie Community Day, Allegheny Force Football Club 10th Annual Grant Channell Memorial Golf Outing, The Bradley Center, Bat to Beat Breast Cancer, St. Germaine Parish School Festival Animal Friends, Robert Morris University Derek Bailey Memorial Scholarship Fund, Christ

United Methodist Church, Juvenile Diabetes, Animal Rescue League, Aiken Elementary School, St. Sebastian Parish, National Multiple Sclerosis Society, WashArts, The Children's Institute, St. Ferdinand Church, Pittsburgh Action Against Rape's Consent, Our Lady of the Most Blessed Sacrament, Apollo VFD #2, Clothes for Kids, Pgh. Society of Illustrators and Associated Artists of Butler County, Northern Westmoreland County Chamber of Commerce, Muscular Dystrophy Association, Washington Community Arts and Cultural Center, Pediatric Cardiology Department at Children's Hospital of PGH, Pittsburgh Mercy Health System, Beaver County Salvation Army, PA Storm, Ft. Allen Firehall Greensburg, Animal Friends

### **WRKZ-FM**

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### **Station talent participation in local charitable events**

**American Cancer Society Dodge for the Cause:** WRKZ on-air talent including Kravin and Chris Mack were members of a dodgeball team for this charity event.

**Lenny Kravitz Benefit Concert:** Talent from WRKZ, Bob Orilee, helped host this event.

### **WDSY**

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**Hot Country Jam:** Country fun festival and concert design for country fans of all ages, four to sixty-four. Designed to keep prices low and the music value high, Hot Country Jam is now in its 12<sup>th</sup> year. These summer shows attract 18,000 to 22,000 screaming country fans to the contracted Clear Channel Post Gazette Pavilion facility.

**Freedom Fest:** Fourth of July weekend country show in conjunction with the 150-year-old Big Butler Fair. This is a real "gut bucket" country crowd that is looking for twang in their music. In its 3<sup>rd</sup> year, WDSY keeps the prices low and it is not uncommon to entire families from toddlers to grand parents.

**Dollar Bank Jamboree:** Y108 and Dollar Bank present a free concert at the Point downtown Pittsburgh. The proceeds benefit the Boys and Girls Club of Western Pennsylvania. This year was the 10<sup>th</sup> anniversary and our biggest year ever with country music superstar Reba McEntire as well as local artists The Poverty Neck Hillbillies, Corbin Hanner and Vanessa Champagne.

#### **Station talent participation in local charitable events:**

For the past three years, Tracey Morgan has participated in 'The Trail Ride For A Cure', which is a charity horse trail ride through Raccoon Creek State Park, Beaver County. This event, hosted by the Friendship Riders, is open to anyone who owns a horse or who can bring one to ride. With a minimum of \$10 per rider, over \$4,000 has been raised, proceeds benefit the American Cancer Society.

In February, Tracey Morgan bowled for Make-A-Wish at Corral Lanes in West Mifflin.

For the past two years, Tracey Morgan has participated in a Tea Party and Silent Purse Auction at the LeMont in Pittsburgh. The first year, Tracey presented a story to the audience as part of the entertainment. The second year, she helped with the prize gives that were given away. The money raised is donated to St. Jude's research hospital.

In April, Chris DeCarlo participated in the walk for the March of Dimes/Western Pennsylvania Division- WDSY is a media sponsor.

In July, Tracey Morgan was a celebrity chef at Benihana in Greentree for the Dave Thomas Celebrity Cook-off. She was teamed up with one other person to make a dinner for guests. The money raised went to the 3 Rivers Adoption Council.

In September, Zeke participated in a ride for the March of Dimes. He was amongst many people who rode their motorcycles to benefit the March of Dimes. During *Ride*, WDSY's ZEKE was one of the leaders of the ride.

## ***Portland***

### **KINK**

For many years, KINK does extensive work for the Oregon Food Bank. KINK releases a biennial charity music CD compilation from the station's popular "Lights Out" program. The proceeds from the sale of the CD's go to benefit the Oregon Food Bank. Station has released a total of 8 albums/CDs in the "Lights Out" series, which has raised over \$1 million dollars for the Oregon Food Bank.

KINK sponsors an annual four-day blues festival at Portland's Waterfront Park to benefit the Oregon Food Bank, which raised \$200,000 and 250,000 pounds of food in 2004.

KINK also produces a CD series called "Kink Live," featuring live performances from musicians visiting KINK studios. The beneficiary for the proceeds of the CDs is Start Making A Reader Today (SMART). The "Kink Live" CD series has raised \$100,000.

Following is a list of other fundraising events supported by the radio station:

- The Shamrock Run for Doernbecher Children's Hospital
- SOLV-IT for the Northwest's Environmental Organization, SOLV
- The Kink Holiday Benefit Concert, a benefit concert for Oregon Food Bank
- AFTA (Artists for the Arts), various fund-raising projects
- Cascade AIDS Project annual art auction and gala and AIDS Walk
- Ronald McDonald House Charity
- On-air auctions for the Portland Rescue Mission (for homeless)
- SWIFT Golf Tournament (SW Independent Forward Thrust)
- Reach the Beach, a benefit for the Oregon Lung Association
- Walk "Naked" for the Oregon Humane Society
- CANS film festival (in conjunction with the other Portland Infinity Stations) for the Oregon Food Bank
- Portland Art Museum media sponsorship
- Oregon Symphony media sponsorship

### **KLTH**

On a regular basis, KLTH works with local agencies and charitable organizations to help raise money for their causes. The station has donated air time, on-site visibility, and website space to groups like:

- Court Appointed Special Advocates
- The American Heart Association
- The Portland Rescue Mission
- The Susan G. Komen Foundation
- The Oregon Food Bank
- The Portland Art Museum
- Operation Smile (to provide basic school supplies to disadvantaged kids)
- The National Children's Cancer Foundation
- The Oregon Humane Society
- The Oregon Museum of Science and Industry
- Dornbecher Children's Hospital
- Albertina Kerr Centers (for emotionally and developmentally disabled kids)
- Providence Child Center Foundation

In addition to providing airtime for local agencies and charitable causes, KLTH also provides creative radio production to incorporate their messages into station promos to draw listener attention for support.

### **KUFO**

KUFO conducts the annual Rock-a-thon For Kids to benefit The Parry Center, a local agency, which provides mental health services for neglected, abused, and at-risk children. The station solicits merchandise from recording artists such as signed guitars, drum sets, posters, CDs and other rock memorabilia.. It displays the merchandise on its Web site. From Friday to Sunday - an entire weekend - the station auctions off the merchandise and accepts pledges from listeners to play songs of their choice. The auction has raised over \$225,000 in the past five years and the pledges raised more than \$40,000 last year alone. This does not include the value of the airtime the Parry Center receives as the beneficiary.

## **KUPL-AM & FM**

KUPL constantly seeks input from its listeners regarding public issues that important to them. The station airs two public affairs programs every week – Plain Talk and One To One – that address issues that are important to listeners and the local community.

During the station's morning show in 2001, a listener who helped run a local homeless shelter called in and told the KUPL on-air staff that because of the tragedies of 9/11, the shelter had received very little in the way of winter clothing for the less fortunate. The KUPL jocks decided to take action with support from station management. They rented a truck and broadcast live from the shelter. They received enough coats from listeners to fill the entire truck. They repeated the event each year with bigger trucks.

KUPL does several events each year to benefit charitable organizations, such as:

- Bubba Bowls: Listeners are invited to join station staff and local celebrities at a local bowling alley to raise money for CASA.
- Valentine's Ball: This annual event raises money for the United Cerebral Palsy Association. Going on 8 years, the Valentines Ball has grown from 150 attendees to over 550. The evening includes dinner, dancing, silent and live auctions plus live music from a Nashville artist. Past artist include Jo Dee Messina, Michael Peterson, Mark Wills and Tim Rushlow.
- The Waking Crew Campout: This summer event raises money for the Annie Ross House. KUPL takes 500 listeners to camping at a local ranch for a weekend. The Campout started 7 years ago with 130 campers and has grown to its current size, which sells out in less than 30 minutes. The Annie Ross House is an emergency shelter to provide temporary housing for homeless families.
- Liverpalooza: This annual riding event benefits the American Liver Foundation by raising awareness of Hepatitis C and money for Hepatitis C research. Not only does the station raise public awareness of this deadly disease but also offers free Hepatitis C screening to listeners.
- The Waking Crew Remote Broadcast: Every other month, KUPL's morning team broadcasts their show live from an off-site location. Station uses the broadcast to raise public awareness and money for local charitable causes.
- Each year at holiday time, KUPL partners with Safeway and Tualatin Valley Fire and Rescue for the annual Toys For Tots campaign. This fundraiser kicks off with a live morning show broadcast out at a Safeway location in the metro area.

## **KVMX**

KVMX is actively in support of local agencies and charities. In 2001, the station initiated Truckload of Coats as a response to the local need for help. KVMX's morning team pledged to stay on the air until it filled a moving truck with coats and goods for local homeless shelters. The event is in its fourth year, and all of the coats and goods go to Portland's needed and less fortunate. The station has expanded this event to include 2 moving trucks on both sides of Portland Metro.

The station partners each December with a popular Christmas music group, TransSiberian Orchestra, to benefit local needs. A dollar from each ticket sold goes to a local charity organization. Station has given over \$10,000 to the Raphael House (local safe house for victims of abusive relationships), Self Enhancement (private non-profit organization for kids on the street and in tough neighborhoods), and the Dave Thomas Foundation (benefiting local orphans and foster children).

Station partners with the Raphael House each October. KVMX gathers Christmas wish lists from families checking into the shelter. Often they are moms and children who left abusive homes at a moment's notice to seek sanctuary, with very little if any personal belongings.

KVMX is the media partner for Aids Walk. The Portland Aids Walk is the largest per capita walk of its kind in the nation. Over the last 4 Walks, Cascade Aids Project has raised close to \$1 million for Aids education and research.

## **Cluster**

The cluster has two persons on staff to handle public ascertainment and oversee public affairs programs and public service announcements for the Infinity stations in Portland.

In addition to the work done by the Infinity Portland stations individually, the stations also work together on several charity events. Generally one station will take the lead in terms of involvement and the other stations in the cluster will assist to promote the event. The goal is to cast a wide net in the community to raise public awareness and to generate listener support.

"Dining for Districts" is one recent example to illustrate our stations' involvement with the local community. Lack of adequate public school funding is a major concern in the Portland area. One of the Infinity stations KINK came up with a unique idea to raise money for Oregon area school districts. It's called "Dining for Districts." Local participating restaurants would donate 10% of their Tuesday night receipts to local school districts and Infinity Portland promotes the program to the general public. The program has raised over \$30,000 in just 12 months.

Other examples include: Cascade AIDS Project Run, which provides outreach and

education about AIDS to the local community; Cans Film Festival, which Infinity stations partner with local Regal Cinema theaters to generate food donation for Oregon Food Bank.

## ***Riverside***

### **KFRG/KVFG/KXFG**

This will be KFRG's 11<sup>th</sup> year as the creator and executor of the K-Frog Cares Holiday Food Drive. All monetary and non-perishable food donations go to over 70 local agencies throughout KFRG's community through Inland Harvest.

This will be KFRG's 10<sup>th</sup> year as a sponsor/collector of the Spark of Love Toy Drive. The station collects toys during all of Dec. to give back to local Fire Depts. for distribution.

In 2003, KFRG/KVFG/KXFG raised over \$297,000 for Loma Linda University Children's Hospital during a 2-day Radiothon.

In 2003, KFRG/KVFG/KXFG raised over \$356,000 for St. Jude Children's Research Hospital during a 2-day Radiothon.

In the summer of 2003, KFRG conducted a 3 mo. long "Adopt A Plastic Frog" campaign to raise money for the Inland Empire American Red Cross. Over \$8000 was raised.

In 2003 and 2004, KFRG/KVFG/KXFG conducted their 4<sup>th</sup> and 5<sup>th</sup> Annual Blood Drives and listeners donated 1500 pints of blood to the cause.

KFRG/KVFG/KXFG continue to be in-kind sponsors of the following annual community events:

- Route 66 Rendezvous - San Bernardino
- Orange Blossom Festival – Riverside
- Farmer's Fair and Expo – Lake Perris
- City of Hope Cancer Center – Walk for Hope (Infinity group promotion)
- Inland Empire Walk for Hope for the Susan G. Komen Breast Cancer Foundation
- American Heart Association Heart Walk
- America's Walk for Diabetes
- Seniors Day
- Senior Expo
- Waste Management Efforts
- "Clean Air Fair"
- American Cancer Society
- American Red Cross (Inland Empire Chapter)
- March of Dimes

- Awakening Ranch
- Riverside and San Bernardino Humane Societies
- Walk for Multiple Sclerosis

### **KFRG**

During the station's annual Loma Linda Radiothon, KFRG takes two whole days to build awareness for the needs of the hospital, to air stories of local patients and to air listener feedback on the good that LUCH does for the community. The station alters normal programming to fit the mission of the radiothon.

To help with voter registrations this year, KFRG conducted a week-long voter registration drive, handing out the necessary forms to listeners, as well as posting them at [kfrog.com](http://kfrog.com).

To assist children who may not be able to afford school supplies for back-to-school, KFRG spent an entire month in different cities in our community collecting school supplies for our local less-fortunate children.

Monthly, KFRG rewards local teachers with "Cash For Kids". Teachers are nominated through listener submissions to receive \$500 for school supplies and other educational needs. The project is funded by Banner Mattress, a local retailer.

In addition, during the war in Iraq, KFRG established the "K-Frog Freedom Phone" to allow local military families to share and record their thoughts and messages to loved ones, that KFRG aired on a regular basis during the first few weeks of the conflict.

### **KXFG**

KXFG donated airtime to the following causes:

- \$10,000+ Boys & Girls Clubs
- \$5,000 Southwest Family YMCA
- \$15,000 Arts Council, Numerous Church Group Fund Raisers
- \$2,500 Easter Seals
- \$5,000 Red Cross
- \$5,000 San Bernardino Riverside County Blood Bank
- \$5,000 Animals Friends of the Valley
- \$10,000 Susan G Komen Foundation
- \$15,000 Murrieta Chamber
- \$15,000 Temecula Chamber
- \$10,000 Menifee Chamber
- Loma Linda University Children's Hospital Radiothon
- St Jude Children's Research Hospital Radiothon
- Local efforts for individuals, etc.

## **KVFG**

KVFG continues to be an in-kind sponsor of the following annual events:

- Seniors Day
- Senior Expo
- Waste Management Efforts
- “Clear Air Fair”
- American Cancer Society
- American Red Cross (Inland Empire Chapter)
- March of Dimes
- Awakening Ranch

## **KRAK**

KRAK runs PSAs daily for local non-profit organizations. In addition, KRAK’s Morning Man, Steve Elliott, speaks at local high schools and events promoting anti-drug use.

## **KEZN**

It is an unwritten rule at KEZN to take part in at least one charitable event, big or small, local or national, each and every month of the calendar year. Among the recurring events that take place within the walls of KEZN include the station’s 5<sup>th</sup> Annual Blood Drive, which was on July 18<sup>th</sup> at the KEZN studios with the Community Blood Bank’s Bloodmobile in the station parking lot; and the “Toys for Tots” Christmas Drive, in conjunction with the U.S. Marine Corps and CBS TV2. Every year the station also grants “Holiday Wishes” to the local needy and underprivileged through an ad in, and partnered with, the Desert Pages phone book. The station also conducted a Food Drive for the Thanksgiving holiday to help feed the hungry of the Coachella Valley through F.I.N.D. (food in need of distribution) and the area’s Vons grocery stores. These acts of charity, along with the more than dozens of others in which the station actively participates year round, make KEZN a contributing staple of its community.

The station’s airwaves are also open to addressing community issues in three key areas through programming. The first is two 30 minute segment shows that John Ostrom hosts, and airs every Sunday morning called “Focus on the Valley” In them he deals with local concerns through interviews with community leaders regarding education, the environment, youth programs, women issues, the elderly, community theatre and arts, and more. The next is a weekly breakfast show in prime time called “Morning Coffee Friday Live” where Dan McGrath invites guests to inform listeners of associations such as “Paws & Hearts” and “Guide Dogs of the Desert” and events such as the Breast Cancer Benefit at The Gardens on El Paseo and the High Desert Playhouse. The third is

whenever and wherever a client or advertiser has a non-profit or charitable event scheduled, KEZN always agrees to help promote it.

## ***Rochester***

### **WCMF**

“Wease Cares” is a charity supported by WCMF-FM that benefits local children in need. Brother Wease, host of Radio Free Wease is the public figurehead who promotes events, on-air auctions, and other fund raising activities.

WCMF-FM helps the “Compeer” organization recruit volunteers with a live broadcast each January. Compeer is an organization that aids mentally challenged Rochestarians with daily life issues. Last year WCMF-FM doubled Compeers’ expectation for volunteer recruits.

As part of a cooperative effort with the Red Cross and other Rochester Infinity Broadcasting Radio stations, WCMF-FM raised money and goods to help support the families of troops sent to the conflict in Iraq.

WCMF-FM participated in a non-denominational memorial ceremony on the first anniversary of the September 11<sup>th</sup> attacks. Infinity Broadcasting coordinated this ceremony.

Each Christmas season WCMF-FM stages the “Teddy Bear” remote broadcast where listeners are encouraged to donate money to the Rochester Food Basket in exchange for a teddy bear. Brother Wease then allows people to donate the teddy bears back to Strong Children’s Hospital. Wease then delivers the teddy bears in-person on Christmas Eve.

WCMF-FM’s Dave Kane hosts a live week-long broadcast called “Kane-O’s Kamp-Out for Kids” early in December each year. Dave broadcasts his 11am-4pm shift from the parking lot of a local merchant and accepts donations of food and/or cash to benefit local area food banks. These donations are used to feed hungry Rochester area families during the holiday season.

### **WPXY**

Each year WPXY-FM has staged the “roof-sit” to benefit the Salvation Army in November. Morning show host Scott Spezzano lives in a tent on the roof of a local shopping mall until a pre-determined amount of money has been raised for the Salvation Army.

WPXY-FM participated in a non-denominational memorial ceremony on the first anniversary of the September 11<sup>th</sup> attacks. Infinity Broadcasting coordinated this ceremony.

As part of a cooperative effort with the Red Cross and other Rochester Infinity Broadcasting Radio stations, WPXY-FM raised money and goods to help support the families of troops sent to the conflict in Iraq.

### **WRRM**

WRMM-FM helps the “Compeer” organization recruit volunteers with a live broadcast each January. Compeer is an organization that aids mentally challenged Rochesterians with daily life issues. Last year WRMM-FM doubled Compeers’ expectation for volunteer recruits.

As part of a cooperative effort with the Red Cross and other Rochester Infinity Broadcasting Radio stations, WRMM-FM raised money and goods to help support the families of troops sent to the conflict in Iraq.

WRMM-FM’s “Tony & Dee” morning show facilitates the “See My Spirit Soar” program at local schools during the school year. Each week Tony & Dee visit a local school assembly with a program that promotes self-esteem building in young children. Additionally the “WRMM Spirit Fund” is a charity that benefits children in need. WRMM-FM broadcasts the Spirit Radio-thon, a 13-hour live broadcast, each October when funds are raised for the charity.

WRMM-FM participated in a non-denominational memorial ceremony on the first anniversary of the September 11<sup>th</sup> attacks. Infinity Broadcasting coordinated this ceremony.

Throughout the year, WRMM-FM provides assistance to the following groups and organizations’ event annually: Mental Health Association *Sky Walk*, YWCA of Rochester & Monroe Counties’ *Working Women’s Luncheon*, March of Dimes *WalkAmerica*, Breast Cancer Coalitions’ *Heart & Soul Walk*, Juvenile Diabetes Research Foundations’ *Walk for a Cure*, YWCA of Rochester and Monroe Counties’ *Golf Tournament*, Highland Breast Cancer Education *Luncheon*, Humane Society at lollypop Farms’ *Barktoberfest*, Al Sigl Centers’ *Walk About*, March of Dimes *Mother of the Year Luncheon*, Salvation Army & Hillside Special Santas’ *Food Drive*.

WRMM-FM promotes literacy in Rochester with “Read-to-your-Child Month”. Local celebrities go on the air and read children’s books each evening during the month of February. The books are the choice of the celebrity readers and the readings are promoted for the entire month.

Each October WRMM-FM supports Breast Cancer Awareness Month by giving Breast Cancer Survivors the opportunity to be on the air with their individual stories of survival and encouragement to others stricken with Breast Cancer. WRMM-FM recruits local Breast Cancer survivors only for this programming feature that runs from mid-September until October 31<sup>st</sup> each year.

## **WZNE**

As part of a cooperative effort with the Red Cross and other Rochester Infinity Broadcasting Radio stations, WZNE-FM raised money and goods to help support the families of troops sent to the conflict in Iraq.

WZNE-FM is the exclusive radio sponsor of the “Ten Ugly Men” event. This all day lifestyle festival benefits the Sisters of St. Joseph’s and the James P. Wilmot Cancer Center. WZNE-FM participated in a non-denominational memorial ceremony on the first anniversary of the September 11<sup>th</sup> attacks. Infinity Broadcasting coordinated this ceremony.

## ***Sacramento***

### **KXOA**

For three years running, KXOA ran a Christmas toy drive for the River Oak Center for Children in Sacramento. In 2003, holiday charities included the Sacramento Food Bank holiday food drive and the second annual (see below) “Metal Memorabilia Auction” to benefit the Sacramento SPCA. In addition, each year it supports in fund raising, airtime and promotion:

- Sacramento Society for the Prevention of Cruelty to Animals with a rock memorabilia auction, hosted and produced by KXOA/Infinity employee Staci Anderson
- “Fill the Boot for Burns”- local firefighters fund raiser that benefits the children’s burn center at the Pacific Burn Institute
- Via Community Day - local drive for MDA
- Shriners Children’s Hospital - Kid’s Day, a newspaper selling fund raiser
- Ongoing PSAs, public affairs programming and website space promoting and supporting local Sacramento area public programs, services, organizations and fund raising events at [www.937kxoa.com](http://www.937kxoa.com), click on PSA icon for a complete listing.
- KXOA also made a difference locally recently by presenting two major benefit concerts: (1) A station fire relief concert October 18<sup>th</sup> at the Roadhouse to benefit the victims and their families of the tragic Rhode Island nightclub fire, and (2) B.A.S.H. (Bands Against Sacramento Hunger) Benefit at the Roadhouse October 25<sup>th</sup>, to benefit Sacramento Food Organizations.
- In addition to the above examples, KXOA has chosen to be the Amber Alert station, in addition to the station’s commitment to EAS alerts. The station decided to carry any alerts in the greater Northern California, and it created an Amber Alert link on KXOA’s website, to better assist its local listeners to have immediate access to the

emergency information at [www.937kxoa.com](http://www.937kxoa.com) (click on Amber Alert icon). The station has utilized this alert system twice since its inception late 2002, and on the second occasion, the abducted child was found within a few hours.

### **KZZO**

KZZO supports many local charities in Sacramento. The station's morning show, Shawn and Jeff, have done fund raisers throughout the year to benefit Atkinson's Youth Services, which is a non-profit organization benefiting young children in the Sacramento area. The fundraisers included 100 holes of golf and on air auctions of artist memorabilia with all monies going to this charity.

KZZO is also a major supporter of the Leukemia and Lymphoma Society. Every year the station does a live benefit inside a local mall to raise money for this cause. All proceeds from tickets, food and drinks go to the charity. The station's mid-day personality, Monica Lowe has campaigned for the Leukemia Society's Celebrity of the Year, which also brings awareness to the charity. This also includes on air auctions for prizes and signed memorabilia.

Over the holidays, KZZO is a big supporter of Toys for Tots, the annual campaign promoted by the Marines. The station also supports the local Coats for Kids program, chips for Kids and the Sacramento Food Bank. The station also supports AIDS awareness events including the candlelight vigil for Aids Day in December.

### **KYMX**

KYMX is the exclusive radio sponsor of the following local charity events:

- February: Make-A-Wish: Winter Wine and Food Fest
- April: March of Dimes: Walk America
- June: Leukemia & Lymphoma Society: Man, Women, and Celebrity of the Year
- July: Sacramento Zoo: Ice Cream Safari
- October: American Cancer Society: Making Strides Against Breast Cancer Walk.
- October: Safetyville USA (Children's safety learning center): Halloween Haunt.

### **KNCI**

- Worked with KSFM on Christmas Salvation Army bell-ringing campaign
- Participated in the State Fair Scholarship Fund effort
- 2002 was the 16th year of the station's involvement in Toys for Tots, which raised 5,400 toys this past Christmas.
- Worked with local firefighters to raise over \$100,000 for Pacific Burn Institute

- 3rd annual Make-a-Wish Radiothon raised over \$180,000 and granted wishes for over 40 local area kids
- KNCI's "Easter Street" and "Trick or Treat Street" promotions solicit donations for local Food Bank.
- News Director is on Juvenile Diabetes Foundation Board of Directors
- Program Director is on local Make-a-Wish Board of Directors
- Gave out pre-season Kings basketball tickets to local youth groups and schools
- Worked with KSFM on Breast Cancer Walk
- Morning show has done numerous fundraisers for local listeners and groups in need.
- KNCI just presented its "Country in the Park" concert, which brings top national talent into Sacramento for a full day of music and family-oriented events. Attendance has been estimated between 10,000-15,000. A \$15,000 check was presented to a local charity.
- KNCI's website is offering a link to the National Breast Cancer Foundation which offers information and solicits donations for the Foundation.

### **KSFM**

Worked with KNCI on Christmas Salvation Army bell-ringing campaign and Breast Cancer Walk.

KSFM provides on-air personalities for school-oriented events such as job shadowing, fundraisers, station tours, sports programs, and community programs conducted by the schools.

KSFM has also supported W.E.A.V.E. in their annual Women Take Back the Night march and event at the state capital.

The station was also involved in the Martin Luther King Jr. march – its vehicle led the annual parade and its community director marched the entire parade route. The morning show team broadcasted live from the parade site and gave out donuts, coffee, and soft drinks at the commemoration ceremony at the state capital.

KSFM also participated in the "Making Strides Against Breast Cancer" walk and raised over \$1000 for this effort.

KSFM participated in the Sac Bee Kid's Day fundraiser for Shriner's Hospital, raising over \$2,000 and beating out all other broadcast stations to receive this year's trophy of recognition.

The station supported the Pac Bell Employee Giving Campaign this year and helped raise over \$7200, which will benefit Loaves and Fishes, the Sacramento Police Athletic League and the Wellspring Women's Center.

KSFM participated in Sac Bee Kids Day selling newspapers for charity. The station has been involved with that event the last three years. KSFM sold the most papers last year and won a trophy for the accomplishment.

KSFM has promoted and participated in the Breast Cancer Awareness Walk the last three years.

KSFM has done numerous car washes to raise money for people who have lost loved ones.

Finally, KSFM is the sole radio station supporting the "Hope for the Holidays/Toys for Tots Motorcycle Toy Run."

### **KHTK**

- During 2004, KHTK continued to support local high school booster clubs with donations for crab feeds, silent auctions, etc.
- KHTK sold copies of the latest "Rise Guys" CD, with all profits going directly to "The Treat 'Em Like A King Foundation" to benefit underprivileged Sacramento-area children.
- KHTK raised money and awareness for "The Treat 'Em Like A King Foundation" at the Rise Guys Golf Tournament in 2002, 2003 and 2004.
- KHTK raised money and awareness for "The American Stroke Association/Derrek Dickey Stroke Awareness Fund" in remembrance of former Sacramento Kings broadcaster Derrek Dickey.
- KHTK's Grant Napear/Sports 1140 Golf Tournament raised several thousands dollars for the UC Davis Cancer Research Center in June, 2004.
- KHTK is involved with Maloof Sports and Entertainment in the George Maloof Fund, which benefits local charities with a benefit Kings pre-season game at Arco Arena each season. This year, the KHTK Community Cup game will raise over \$100,000 to pay for the restoration of the famed Blessed Sacrament Church in Sacramento.
- KHTK helped World Team Tennis/Sacramento Capitals raise over \$250,000 for the

Sacramento AIDS Foundation by presenting Smash Hits with Elton John, Pete Sampras, Andre Agassi and Billy Jean King and Arco Arena in February 2002.

- Post 9/11, KHTK personalities "The Rise Guys" promoted and broadcast a LIVE, 3-hour "Fill The Boot" fundraising drive with all monies collected going to the American Red Cross and to firefighter relief efforts in NY City. The 3-hour event replaced all scheduled programming, including commercials. Over \$67,000 was collected during the event.
- KHTK donated commercial time to community and national relief agencies following the 9/11 attacks. PSAs offering resources in mental health, blood donation, financial contributions to relief agencies, crisis hotlines and family counseling were aired. These announcements were locally produced and featured local contacts for grass-roots involvement of its Sacramento audience at the community level; over 300 such messages on a dozen different local agencies were aired over seven days.
- KHTK has also put the Amber Alert System into effect. This service helps get news about missing children out to the community in a timely fashion.
- KHTK joined other Infinity Broadcasting stations in September 2004, with a registration to vote drive. We set up a link to the KHTK web site to help people register. We set up a morning show remote at a local donut shop to register listeners as they drove to work. KHTK also supported the Sacramento Bee's Kid's Day effort with on air announcements and teams of donation gathering listeners at different locations around the Sacramento area.

### **CLUSTER**

Viacom Community Day with all Infinity Sacramento stations in June 2002.

The Sacramento Infinity radio stations and UPN 31 KMAX raised money and awareness for The Muscular Dystrophy Association in 2002.

### ***San Antonio***

#### **KSRX**

January of 2004, K-ROCK worked together with Hooters and Brunswick bowling to generate awareness and raise funds for the Battered Women & Children's center of San Antonio. Through our efforts we helped raise over \$1,500 dollars.

In April to help ease the pain of rising gasoline prices, K-ROCK put together a Free Gas Friday at a local gas station and gave away gas to the first 102 cars.

K-ROCK helped stage and promote a three-day concert featuring acts such as Fuel, Papa Roach, Twisted Sister and more to raise awareness and funds for the Bowie Scholarship

Foundation.

K-ROCK helped support the Texas Folklife Festival by promoting the event and conducting ticket giveaways. The Folklife Festival is a four-day, fun-filled celebration showcases Texas' diversity, strength and rich heritage by featuring delectable dishes created by ethnic groups, arts and crafts vendors, pioneer craft demonstrators, stages presenting the Lone Star State's finest musical entertainers and ethnic dancers, storytellers and so much more!

To meet the needs of the San Antonio Blood & Tissue Center, K-ROCK created the Ozzfest Blood Drive. We broadcast live for 9 hours asking people to stop by and donate blood. We rewarded them with tickets to Ozzfest and other prizes. We successfully raised over 300 units and they will go to South Texas Blood & Tissue Center, serving over 100 hospitals and clinics in 43 counties.

K-ROCK also worked with a local College, University of Incarnate Word, to help promote a day of fun for San Antonio complete with concerts and games to raise awareness for the college and their activities.

Most recently K-ROCK teamed up with 184 Infinity radio station across the country on September 14, 2004 to raise awareness for Voter Registration. We promoted our location for several weeks and handed out voter registration cards to those who came by.

Every year, KSRX supports the Shrine Circus. Through the station's efforts it is to assist in the promotion of the event thereby allowing families who would otherwise not be able to attend enjoy a day at the circus.

## ***San Francisco***

### **KCBS**

As the Bay Area's all news station, KCBS is an integral part of the community it serves. In addition to coverage of the local news stories involving Bay Area community groups and events, KCBS actively promotes local charitable endeavors both on air and online.

The KCBS Bay Calendar series highlights 15 local community/charitable events every week.

KCBS works with many local charities to promote special events and fund-raising activities through station promotions and personality appearances. Some recent examples:

- ALS (Lou Gehrig's Disease) Triathlon
- Walk to D'Feet ALS (East Bay)
- Walk to D'Feet ALS (South Bay)

- Race for the Cure (Susan G. Komen Breast Cancer Foundation)
- Food for Families (United Way), in conjunction with CBS 5 TV
- Big Brothers, Big Sisters of the Bay Area
- Habitat for Humanity
- Assyrian Aid Society (fund-raising for reconstruction of schools and services in Northern Iraq)
- Ride for the Roses (Lance Armstrong Foundation for cancer survivors)
- Berkeley Repertory Theater
- Voter Registration drive online and on-air, with a special registration event sponsored by KCBS at the Oakland A's baseball game in September 2004.

News coverage of local charitable and fund-raising activities include on-air information and website links connecting listeners to the charity. For example, a high school scholarship fund created in the memory of a Bay Area soldier killed in Iraq and a donor match drive for a young Hispanic cancer victim.

### **KITS**

BFD is KITS's annual concert/festival. Typically for BFD, KITS chooses an environmental agency to donate a portion of the proceeds to. Between 2003 and 2004, KITS raised over \$20,000 for Save the Music, with all funding going to Bay Area schools' music education programs. Also at BFD, KITS has a Green Zone, a tabling area for non-profit organizations. The station asks between 10 and 12 organizations to set up tables for the day. The organizations can reach 22,000 people on that particular day. Each year, KITS has organizations requesting to come back.

Not So Silent Night (NSSN) is KITS's December concert/festival, with approximately 7,500 attendees. For NSSN, KITS shows its support for social issues. Typically, KITS gives the proceeds to AIDS organizations like the SF Aids Foundation or ARIS. This past year, the station's beneficiary was Walk for AIDS Silicon Valley. KITS has also supported youth homelessness (Larkin Street Youth Center).

KITS is also involved in the following additional community-oriented activities:

KITS's Public Affairs Director will bring events to station management. Station representatives will go to the events, list the events on the station's web site, Live105.com, and KITS on-air talent will talk about the events on-air. Events range from blood drives, to reading programs, to music events.

In turn, when the station conducts station events, it allows local charities to participate by setting up a table, or take some similar action.

Once a year, KITS participates in a free Job Fair.

KITS avidly participates in the Amber Alert system and routinely addresses issues from Traffic, extreme weather, announcements from parents of missing children and even lost dog reports. KITS believes that besides being informative to its community, information content in many ways humanizes and compels an audience.

KITS presents two hours of locally produced public affairs programming per week. This is more of a commitment than most other, if not all other entertainment-oriented radio stations in the Bay Area.

Way Too Early is a general topic PA program heard from 6 AM to 7 AM. The Green Hour is heard on Sunday morning from 7-8 AM and is devoted to local to global environmental issues. The Green Hour began its run in January of 1990 and is the longest running radio program devoted to the environment in the Bay Area and possibly the nation. Both shows are hosted and produced by Harry Osibin. The American Women in Radio and Television honored Way Too Early with the Kudo award for Best Radio Public Affairs Program in 2000. Harry Osibin has also been honored by the Bay Area Air Quality Management District and the Metropolitan Transportation Commission.

Way Too Early and the Green Hour utilize the Community Ascertainment process as well as other local sources (newspapers, press releases and email) to assemble the guests, organizations and events heard on the shows.

All long form interviews are conducted in-studio or on-location.

Recent local non-profits profiled on the show include:

Alzheimer's Foundation of Northern California, Strike Out Breast Cancer, The Green Festival, Shanti, Measure A Marin County Transit Tax, Build It Green, AIDS Walk Silicon Valley, National Economic Development & Law Center, Family Violence Law Center, Fruitvale Transit Village, Guide Dogs for the Blind, Marin Votes Coalition, Asthma Walk 2004, JustThinkFirst, Redwood City Redevelopment, Marriage Equality California, Independent Institute, Arab Film Festival, Mid Peninsula Media Center, Women's Cancer Resource Center, Yosemite Fund, SF Coalition on Homelessness, National Center for Lesbian Rights, Metropolitan Community Church, Environmental Defense Fund, Organic Consumers Association, Campaign for College Opportunity, ParentsPlace, Consumer Credit Counseling Service San Francisco, West County Toxics Coalition, Environmental Forum of Marin, Parents for Public Schools San Francisco, Transportation and Land Use Coalition, Free Battered Women, Friends of the Urban Forest, American Civil Liberties Union, Lupus Foundation Northern California, Common Cause, Berkeley Free Clinic, The Volunteer Center, Holy Family Day Home, Kids Serve Youth Murals, Creativity Explored and Rescue Muni.

During the 2004 Presidential Election Green Party Candidate David Cobb and Libertarian Candidate Michael Badnarik were interviewed separately. The interviews average about 30 minutes each.

During the Gubernatorial Recall in 2003, 14 qualified candidates for the office appeared.

The interviews averaged about 15 minutes in length. All candidates who responded positively to the invitations were interviewed. All were Bay Area residents.

During the 2003 mayoral campaign in San Francisco, all nine candidates appeared for interviews averaging 20 minutes in length.

During the 2002 California Gubernatorial race Green Candidate Peter Camejo appeared.

### **KLLC-FM**

In response to the September 11, 2001 tragedy, KLLC turned its annual concert event held September 23, 2001 into a fundraiser for the American Red Cross Disaster Relief Fund. Willie Brown, The Mayor of San Francisco, proclaimed the event as "A Day of Healing in San Francisco." That day, with contributions from ticket sales and on-site donations, the station raised \$150,000 for the fund.

A local non-profit organization that collected second hand prom dresses to give to the needy was robbed. KLLC's morning show went on the air and did a Prom Dress Drive, collecting enough dresses (and more) to replace the stolen items.

Six years ago, when KLLC in San Francisco started broadcasting a new format, it made a commitment to make a difference in the local community. The San Francisco Bay Area is known to have one of the highest incidences of Breast Cancer in the country. Since KLLC's core audience is women, it made sense for the station to be an advocate in the fight against breast cancer and help raise funds for local breast cancer organizations to continue their work. This inspired an annual music CD project now going into its 8th year. "This is Alice Music," Volumes 1 - 7 have raised \$900,000 for the following local breast cancer charities:

- The Susan G. Omen Breast Cancer Foundation – the mission of the local chapter is to eradicate breast cancer as a life threatening disease by advancing research, education, screening and treatment.
- The Community Breast Health Project – founded in 1994 by a breast cancer survivor and her surgeon. The project serves individuals in the Bay Area, providing services free of charge from diagnosis through treatment and beyond.
- The Breast Cancer Fund – strives to unearth and eliminate the preventable causes of breast cancer, identify safe, reliable detection methods, develop non-toxic treatments and secure access to care for all.
- The Carol Franc Buck Breast Care Center at the UCSF Comprehensive Cancer Center – meets the needs of patients with breast problems, breast cancer or general concerns about breast health.
- Art For Recovery Breast Cancer Quilts at the UCSF Comprehensive Cancer Center – created the Bay Area Breast Cancer Quilts workshop as an outlet to express the breast cancer journey and are frequently on display at local events and

around the country.

Over the past 6 years, KLLC has also sponsored and supported local Breast Cancer Charity events including the Susan G. Komen Race for the Cure walk-run in San Francisco's Golden Gate Park, the Avon Breast Cancer Walk from San Jose to San Francisco, Peak Hike, a hike on Mt. Tam in Marin County and Bloomingdale's Shopping Benefit Day for local cancer organizations.

See Alice Run- KLLC's Annual Run event in Golden Gate Park helps raise money for Camp Okizu. Camp Okizu is a small local non-profit that provides a camp for kids with cancer. Camp Okizu works with seven local hospitals to provide a special camp in Northern California for children with cancer. The Okizu Foundation is a very small organization that could not otherwise offer camp programs without help from the local community. These programs are the result of a collaborative effort of the foundation and the pediatric oncology treatment programs in northern California.

KLLC has dedicated the last 4 years to building community awareness about Camp Okizu. Every year at See Alice Run, Camp Okizu is given a free booth to help promote camp awareness and sell Camp Okizu merchandise. Additionally, almost every year, some of the Alice Run advertisers make a cash donation from the main stage. Combined donations from See Alice Run and corporations who have heard about Camp Okizu through KLLC amount to over \$200,000.

KLLC's Morning Show has taken a special interest in Camp Okizu, by visiting the camp and participating in the first ever Karma for Kids yoga program to benefit Camp Okizu. Launched in 2002 and sponsored by KLLC, the Karma For Kids program raised over \$500,000.

Once a year, KLLC participates in a free local Job Fair.

KLLC's Now & Zen Fest, an annual event in San Francisco's Golden Gate Park that entertains 14,000 concert-goers. Every year Alice offers up to 5 free booths to Bay Area Non-Profit organizations to educate, reach out, communicate and raise funds with KLLC's audience.

KLLC's 3-Minute Film Festival, which promotes the art of film-making with an on-air campaign, website program that promotes the Bay Area Video Coalition and the Film Arts Foundation, both non-profit organizations dedicated to supporting the Bay Area Film community. Both organizations also receive a donation from ticket sales.

KLLC also reaches out to the local community by sponsoring various Bay Area Events including:

- Waves to Wine, an annual bike event for the National Multiple Sclerosis Society Green Festival, promotes sustainable local green economies & environmental responsibility.
- Run to the Farside, a run that raises money for the California Academy of

Sciences.

- Toys for Tots, annual Holiday drive to raise toys for Bay Area children.
- San Francisco Food Bank, Morning Show stunt raised canned goods and cash.
- Every Penny Counts, a fundraiser for local AIDS organizations.
- Blood Centers of the Pacific, helping to promote blood bank donations.
- Big Brothers, Big Sisters, website campaign soliciting participation.
- American Lung Association, morning show STOP SMOKING campaign.
- Music First, the VHI program for musical instruments for kids.

KLLC broadcasts public service announcements 10 times per day Monday through Friday.

KLLC has been encouraging Bay Area residents to register to vote. Voter registration booths were set up at several station events in 2004. The KLLC morning show put an announcer live on the street and encouraged passers by to register to vote.

## ***San Jose***

### **KBAA/KBAY**

Every October since 1998 KBAY has partnered with local businesses to set up a “safe, fun zone” at Happy Hollow Park and Children’s Zoo in San Jose. It is called Halloween Safe Street and takes place the Saturday before Halloween. Kids have the opportunity to dress up in costumes and go from area to area getting candy and also receiving safety tips.

For more than 10 years the first or second Saturday in December has been known in San Jose as “Stuff the Bus” day. From early morning until early evening, rain or shine, KBAY has a Valley Transit Authority bus parked in downtown San Jose at Cesar Chavez Park that the station’s listeners fill with toys to be donated to the Marine Corps Toys for Tots program. With heavy on air promotion leading up to and during the event, the station asks people to drive to downtown San Jose from all over the South Bay Area to drop off toys and cash. This event has grown year after year and in recent years the bus has been truly stuffed with toys by the end of the day.

### **KEZR**

Every year since 1999 KEZR has produced a compilation CD to benefit local charities including the Children’s Shelter Fund of Santa County, the Support Network for Battered Women and the Career Closet, which helps find women suitable wardrobes as they strive to enter or reenter the workforce.

Every year since 2000, KEZR has put on a concert to benefit the Emergency Housing Consortium, a local non-profit agency that provides temporary housing and job training for homeless individuals and families. The event takes place during the Fourth of July Holiday in downtown San Jose's Discovery Meadow. All net proceeds go directly to EHC.

In early 2005 KEZR will embark on a new charitable endeavor, holding a 3 day radiothon to raise initial funding for the KEZR Mix 106.5 Children's Compassion fund, which will be a special fund available at the discretion of officials at local hospitals, to use for families who face extra travel and household expenses while their child is being treated for cancer.

### **KFRC**

January – February – KFRC held several in-community "Change Bandit" coin collection events throughout the Bay Area. These events were all hosted by KFRC personalities and Children's Hospital Oakland volunteers.

February 3 – KFRC held a screening of the movie "A Hard Day's Night" to benefit Children's Hospital, Oakland. KFRC raised \$1,100.

March 4-7 – KFRC produced and broadcast a live "Radiothon" from Children's Hospital, Oakland, and Westgate Shopping Center, San Jose. The three-day event raised over \$400,000 for Children's Hospital.

April 18 – KFRC was the exclusive radio sponsor for "Hewlett Packard Up & Running," a "fun run" benefiting Second Harvest Food Bank.

May 2 – KFRC was the exclusive radio sponsor for the Devil Mountain Run, benefiting Children's Hospital, Oakland.

August 1- KFRC was the exclusive radio sponsor for Tour De Peninsula, a bicycle race benefiting San Mateo Parks and Recreation District.

August 19 – KFRC held an all-day blood drive at Stanford Blood Center, to benefit the center, called "O What A Party." Type O blood was needed.

September 5 – KFRC auction Oakland A's sports merchandise on the air to benefit Breast Cancer Research Foundation. KFRC raised over \$13,000.

September 18 – "Saturday In The Park" – KFRC was the exclusive radio sponsor, and provided free entertainment for the grand opening of Middle Harbor Park in Oakland. KFRC provided three live bands for the event.

September 19 – “Jamba Juice Run”- KFRC was the exclusive radio sponsor for this “fun run” to benefit UC San Francisco Pediatric AIDS Research.

October 1 – “American Diabetes Association Walk 2004.” KFRC was the exclusive radio sponsor for this walk to benefit diabetes research.

October 16 – “Asthma Walk” KFRC is the exclusive radio sponsor for this walk to raise awareness and funds for asthma research.

October 16 –KFRC is the exclusive radio sponsor for this “KFRC Concert for Kids” featuring Davy Jones, benefiting Children’s Hospital.

Dec 4 – KFRC will be the exclusive radio sponsor for the Trains for Tots toy drive to benefit the Salvation Army’s annual Holiday Toy Drive.

## ***Seattle***

### **KBKS**

KBKS is constantly working with local charitable organizations. The station has a yearly radiothon for Children’s Hospital and the money remains 100% in Seattle. In three years we have raised over 1.4 million dollars for the hospital. The station conducts a yearly food raiser for Northwest Harvest, the primary food bank in the area, which gathers 10 tons of food. We also sponsor an annual Haunted House to benefit Variety, a Children’s Charity, raising over \$200,000 for the group. Additionally KISS 106.1 supports the local efforts of the March of Dimes, The Boys & Girls Clubs, The Leukemia & Lymphoma Society and many more. In conjunction with sister station KMPS, the station hosted a one day radiothon to benefit Seattle’s Fred Hutchinson Cancer Research Center which raised \$200,000. Additionally, KBKS provides dozens of internship opportunities for young people each year, and this year, had its first high school internship program. KBKS is involved in hundreds of local events each year in the Seattle area including the following community fairs/parades: Spring Beer Festival, Mariner’s Opening Day, Cinco De Mayo Festival, USS Lincoln Arrival/Parade, Gay Pride Parade/Festival, Taste of Tacoma, Bellevue Family 4th, Des Moines Waterland Festival, Kent Cornucopia Days, Bite Of Seattle, Bellevue Live at Lunch Concert Series, Seafair, Taste of Edmonds, Freedom Fest, Evergreen State Fair, Bumbershoot Music and Arts Festival, Puyallup Fair. In addition KBKS sponsors numerous charity events including the following: Martin Luther King Holiday Hoopfest, Children’s Hospital Radiothon, March of Dimes Walk, Mamafest at Stevens Pass to support breast cancer awareness, MS Walk, Light the Night Walk for Leukemia, Variety Children’s Charity Haunted House, Fred Hutch Cancer Research Radiothon, Thanksgiving on the Mayflower to benefit N.W. Harvest Food Banks. KBKS also works closely with Experience Music Project (a local non-profit music museum) to bring national artists in for free concerts from acts such as Craig David, Simple Plan, Daniel Beddingfield, Good Charlotte, Bowling for Soup, Evanescence, Jewel, All American Rejects, Frankie J & Baby Bash, Jason Mraz, Maroon 5 and Sarah McLachlin.

## **KMPS**

Since 1989, KMPS has been a part of “Country Cares for St. Jude’s Kids.” The station’s annual two-day Radiothon has raised millions of dollars to benefit St. Jude’s Children’s Research Hospital. Our 2004 Radiothon raised over \$355,000 for St. Jude’s.

KMPS has runs an annual weeklong “Basic Necessities Drive”. The station chooses five different communities and five local charities to solicit supplies for, including things as seemingly basic as shampoo, diapers and blankets for women’s shelters for the homeless. The station airs the midday show live from 10am to 3pm each day in a different city for a week. The station has been doing this for over 7 years.

In March the station was instrumental in the success of the first annual Drum Set March for the Tacoma Rotary #8 to benefit their campaign to eradicate polio. Hundreds of drummers participated to break the record for the largest number of drummers drumming simultaneously. It is now in the Guinness Book of World Records.

KMPS is proud to hold its annual bike drive for The Forgotten Children’s Fund. The KMPS Morning show chooses a Saturday morning and broadcasts live from two different locations to allow people to contribute brand new bikes and helmets to be given to the needy. Last year, the station collected 336 bikes and over \$3,000 to purchase helmets.

From June to September every summer, KMPS broadcasts live from local community festivals, pumpkin patches, parades and fund-raisers. The station’s 10am to 2pm show every Saturday is in a different city. KMPS not only serves its six-county metro, but also covers communities from Vancouver, Washington in the South to Vancouver BC to the North and all cities from the Cascades to the Olympics. It is a huge responsibility that the station takes very seriously. Here are some examples of station involvement from the past calendar year:

### **January 27-31st**

#### *Basic Necessities Drive*

The Annual Basic Necessities Drive was broadcast from various Fred Meyer locations throughout the Seattle area. Listeners were encouraged to stop by and drop off donations specific to the charity, ie: school supplies, diapers, kids clothes and basic hygiene products. All collected items were donated directly to the charities which included: The ALIVE Shelter, the Eastside Domestic Violence Program, the Pediatric Interim Care Center, North Thurston Public Schools Supplies Bank, and the Center for Battered Women.

### **February 6th**

#### *Sing and Chew*

Ichabod Caine, head of the KMPS Waking Crew, hosted a “Sing and Chew” for KMPS listeners at IKEA in Renton, Washington. 94 KMPS listeners gathered for an evening of delicious food, great music and entertainment from Ichabod Caine. Donations of \$5 were collected at the door and were donated directly to the local Special Olympics.

### **March 13<sup>th</sup>**

#### ***Craig Morgan/Sherrie Austin Concert***

KMPS hosted a concert featuring country artists Craig Morgan and Sherrie Austin. This concert, held at the Naval Station Everett's Support Complex, was a benefit show for the Navy Marine Corps Relief Fund. Approximately \$1,200 was raised during this show.

### **April 3<sup>rd</sup>**

#### ***Copstock 2004: An Evening at the Cops***

Ichabod Caine, KMPS Morning Show host, is extremely active in the local Special Olympics. One element of his involvement included KMPS sponsoring an event called "Copstock 2003: An Evening at the Cops" which was a fundraiser for Special Olympics. For a \$10 donation to Special Olympics, folks were treated to an evening of entertainment by local cops.

### **April 26<sup>th</sup>**

#### ***March of Dimes***

KMPS supported the local March of Dimes walks by airing promos and by appearing at two local walks: the King County Walk held in Seattle and the Pierce County Walk, held in Tacoma.

### **May 3<sup>rd</sup>**

#### ***Auburn Rotary Scholarship Show***

KMPS had a presence at (and promoted) the Auburn Rotary Scholarship show which featured Phil Vassar and benefited local students by raising money for the Auburn Rotary Scholarship.

### **May 5<sup>th</sup>**

#### ***USS Abraham Lincoln Homecoming***

KMPS supported the sailors of the USS Lincoln, and their families, by appearing at the Homecoming of the ship on Tuesday, May 5<sup>th</sup>. Over 10,000 eager family members and friends gathered on the docks of the Everett Naval Station to welcome home the Lincoln Sailors, who had returned from serving our country in Iraq.

### **May 31<sup>st</sup>**

#### ***Infinity Day @ Emerald Downs***

KMPS broadcasted live from Emerald Downs, a local race track, from 10-2pm. Between 10am and noon, KMPS listeners were able to get into the race track for FREE. Fun games and activities were provided for kids of all ages!

### **June 21<sup>st</sup>**

#### ***Marysville Strawberry Festival***

KMPS's Flo broadcasted live from the Marysville Strawberry Festival from 10-2pm. This community event brought together people from around the north Puget Sound.

### **July 10<sup>th</sup>**

#### *Milk Carton Derby*

KMPS broadcasted live from 10-2pm this fun, community event, held at Greenlake, where locals were encouraged to create “watercraft” completely out of milk cartons and then compete in a boat race! We also supported the event by running approximately 20 on-air promos.

### **July 11<sup>th</sup>**

#### *Ride For Troops*

KMPS was present at the kick-off site for the Ride For Troops, a local motorcycle ride and rally to show support for our troops. All proceeds (approximately \$30,000) went directly to support the families of the Stryker Brigades; Task Force Olympia. Ichabod Caine, participated in the ride.

### **July 21<sup>st</sup>**

#### *Renton River Days*

Stubbs, KMPS’s afternoon DJ, broadcasted live from the Renton River Days festival. This community event featured live entertainment, games for kids of all ages, food and craft booths. KMPS ran approximately 20 promos supporting this event.

### **July 22<sup>nd</sup>**

#### *Out To Lunch Series*

KMPS had a presence at the Downtown Seattle Association’s Out to Lunch Series on Thursday, July 22<sup>nd</sup>. We set up our tent, played music, and invited folks to enter to win a prize pack from KMPS. KMPS ran approximately 15 promos supporting this event.

### **July 31<sup>st</sup>**

#### *Seafair Torchlight Parade*

KMPS was a media sponsor for the Seafair Torchlight Parade, which took place on Saturday, July 31<sup>st</sup> in downtown Seattle. Our participation included: live broadcast from parade route, VIP ticket giveaways on-air, and on-air promos encouraging folks to join us at the parade.

### **August 6-8<sup>th</sup>**

#### *GM Seafair Cup*

KMPS was a media sponsor for the GM Seafair Cup, which took place over 3 days at Genessee Park in Seattle. KMPS supported the Cup by running on-air promos, live broadcasts on Friday and Saturday, and by holding ticket giveaways on-air.

### **August 7<sup>th</sup>**

#### *Auburn Good Ol’ Days*

KMPS’s Lia broadcasted live from 10-2pm at the Auburn Good Ol’ Days, which took place in downtown Auburn on Saturday, August 7<sup>th</sup>. This festival was a community heritage event. KMPS ran approximately 20 promos supporting this event.

### **August 13<sup>th</sup>**

#### *Taste of Edmonds*

Stubbs broadcasted from 10-3pm at this local event, which provided fun activities for families and kids of all ages! KMPS ran approximately 20 promos supporting this event.

### **September 11<sup>th</sup>**

#### *Remembrance Run*

On Saturday, September 11<sup>th</sup>, a motorcycle run was held that traveled from Vancouver, WA to Blaine, WA. The ride was held In Honor of Those Who Have Fallen in the Fight Against Terrorism. The proceeds from this event go towards the American Legions Scholarship Fund. These funds help to provide educational money for the spouses and children of the Veterans and Active duty personnel who have given so much of themselves. KMPS's Ichabod Caine promoted the event and also participated.

Every Friday, KMPS names a "Student of the Week," recognizing an outstanding local student who has been nominated by the community with cash, CDs and station merchandise. KMPS not only serves its six-county metro, the station covers communities from Vancouver, Washington in the South to Vancouver BC to the North and all cities from the Cascades to the Olympics. It is a huge responsibility.

In October 2003, KMPS and KBKS held a daylong radiothon to raise money for the Fred Hutchinson Cancer Research Center. The station raised over \$200,000.

## **KRQI**

The station is involved in several community events each quarter including The American Heart Walk, Aids Walk 2003 and Walk America. The station's air personalities often host the events and promote them whole-heartedly! This is a big cornerstone for KRQI as it station prides itself in community involvement on many levels.

The morning show has participated in a police department outreach inviting local Seattle Police officer Keith on the show to field questions from our listeners.

KRQI-FM also invited local King County Firefighters on the show to talk about their on-going "Fill the Boot" campaign to raise monies for the Muscular Dystrophy Association.

KRQI-FM participates in many community events throughout the year as reflected here:

- March 2004/ Spring Beer Festival (supported w/live and recorded promotional announcements)

- April 2004/ Walk America & Cinco De Mayo & Earth Day Celebration with Ben & Jerry's.(all supported w/live and recorded promotional announcements.
- May 2004/ Seattle Music Awards & U-District Street Fair(all supported w/ live and recorded promotional announcements)
- June 2004/Taste of Tacoma (supported w/live and recorded promotional announcements)
- July 2004/ Kent Cornucopia Days & Bite of Seattle & SeaFair Triathlon (all supported w/live and recorded promotional announcements)
- August 2004/ SeaFair Hydro Races & Evergreen State Fair (all supported w/live and recorded promotional announcements)
- September 2004/ Bumbershoot Festival & Puyallup Fair (all supported w/ live promotional announcements)

KRQI-FM is the on-going media sponsor for the local Empty Space Theater and all of their plays for the 2004-05 season providing live and recorded promotional announcements.

KRQI-FM supports many local non-profit and charity initiatives providing on-air, website and on-site day of event support.

April 2004/ March of Dimes/Walk America in King & Pierce counties. The Earth Day Celebration w/ Ben & Jerry's in Kirkland WA.

July 2004/ MDA VIP Summer Camp at Camp Berachah in Auburn.

August 2004/ Sunset Supper, fundraiser for the Market Foundation serving families and youth in need in the Seattle Downtown Area.

September 2004/ Eastside Poker Run, fundraiser for the MDA.

October 2004/ Grant Wistrom Foundation Halloween Party, fundraiser for children with cancer.

KRQI-FM participates in education initiatives by offering auction items such as a studio tour and sit-ins with a K-ROCK Airstaff member, station t-shirts, concert tickets or DVD's are supplied when available. KRQI-FM has recently provided such auction items to a Kent School District fundraiser.

KRQI-FM promotes causes not tied to a particular organization. One recent example are the Florida Hurricanes. The station provided information on the website to inform listeners of where to donate items or money for the victims of these disasters.

KRQI-FM provides on going exposure for community events through the Community Calendar and our website events calendar.

## **KZOK**

KZOK-FM donates much time and effort to local charities. In November, the station sponsored the annual Northwest Harvest radio fund drive. Northwest Harvest is the largest food provider in the state of Washington for unemployed and working poor families. In the last five years, KZOK has raised over five hundred thousand dollars in cash for the Northwest Harvest. Every week KZOK airs over 100 free public service announcements in prime and non-prime time periods. Listed below are some of the major local charity events sponsored this year by KZOK-FM:

- Virginia Mason Hospital Fun Run
- Northwest Harvest Fund Drive
- Food Lifeline “Bob on Ice” pledge drive
- KZOK Gary Crow Golf Tournament for the Boyer Children’s Clinic
- Rock N’ Bowl for Leukemia Society
- Children’s Hospital Bike Ride

KZOK started the “Adopt A Marine” program designed to send donated “comfort” items to 1-2 Bravo Company, now on duty in Iraq. On October 2, 2004, KZOK and local corporate sponsor Sleep Country USA had listeners drop off needed items, as listed on KZOK’s website. Over 12,000 items were collected. Each of 300 members of Bravo Company will receive a box full of needed supplies including socks, snacks, razors, sunscreen, and personal thank you letters from the people who donated the material.

## ***St. Louis***

### **KEZK**

KEZK has a thirty year history of assisting community and non-profit organizations in the St. Louis area. KEZK sponsors the Susan G. Komen Race for the Cure to benefit local cancer research, detection and prevention initiatives; the Annual St. Louis St. Patrick's Day Parade; Bark in the Park to benefit the St. Louis Humane Society; Twilight Tuesdays to benefit the Missouri History Museum; United Way Radio Days; Herbert Hoover Boys and Girls Clubs; Heat Up St. Louis/Cool Down St. Louis to aid local underprivileged families to heat and cool their homes; Winter Wonderland to benefit the St. Louis County Parks and Recreation Department and Radio Broadcasters For Babies, a market-wide fund raiser for the March Of Dimes.

KEZK has provided airtime and promotional assistance to major community cultural activities like the rebirth of the Grand Center area, the 100<sup>th</sup> Anniversary Ferris Wheel in Forest Park, and the redevelopment of St. Louis’ Gaslight Square area. The station regularly promotes and reviews local cultural and theatrical productions at venues like the Fox Theater, the Muny, the Blanche M. Touhill Performing Arts Center, and others.

KEZK's Twilight Tuesday free concert series at the Missouri Historical Museum brings great music to the entire family in the city's historic Forest Park.

### **KMOX**

KMOX was one of the first stations to receive the NAB Crystal Award, which is presented to one station across the nation each year in recognition of its community service involvement. Following are some of the highlights of KMOX's involvement with the community and charitable organizations:

KMOX has produced the KMOX Student of Achievement program for 12 years. Students are nominated by their counselors or principals. The criteria for selection of a Student of Achievement lies within the hands of school administrators, but it is suggested that high academic, athletic, and extra-curricular achievements be the basis for the nomination. Only one student can be nominated from each school. The St. Louis Metro Area has about 150 high schools. Thirty students each year are selected to become a "KMOX Student of Achievement". Each student is interviewed and an audio vignette highlights him or her for one week as that week's KMOX Student of Achievement. The student also appears as the KMOX Student of Achievement on the local public television station. Each student is also honored at the KMOX Student of Achievement luncheon in June. Students are invited to bring up to three guests to the luncheon where they will receive a \$100 savings bond, plaque, opportunity for a scholarship to Southeast Missouri State University, and gifts from sponsors.

KMOX has been the official sponsor of St. Louis Women of Achievement for over thirty years. St. Louis Women of Achievement is the oldest on-going program in the area whose sole mission is to honor and recognize the commitment and dedication of women. The annual award is given to ten women who have made a significant difference in the community. The award recognizes volunteer service and volunteer leadership in the St. Louis region.

KMOX and State Farm Insurance teamed with Wayne Hagin "St. Louis Cardinals announcer," to tour elementary schools throughout St. Louis and distribute five free portable computers to each school visited. The promotion, known as "Hagin's Heroes," stresses the importance of fulfilling dreams and preparing for the future. Wayne visits with fourth-to-sixth grade students at selected schools throughout the baseball season. In addition, a contest is conducted at each school where students are asked to write about their dreams. Two students in each school win two free tickets to a Cardinals game.

KMOX uses its airwaves to give a "voice" to charitable organizations that are making a difference in the community. Each month, KMOX chooses an organization to be its "Voice of Caring" Partner for that month. Not only does KMOX devote 45 of its monthly public service announcements to the organization, KMOX airs three interviews — one in Total Information AM, one in Total Information PM, and one on a weekend morning show for the organization to get its message to the public. Some of the organizations for this year are: Our Little Haven, Junior Achievement, St. Louis

Symphony, Animal Protective Association and the Progressive Youth Connection. In 2004, the following organizations have been the monthly “Voice of Caring” organizations: Grace Hill; Mathews-Dickey Boys/Girls Club; Variety Club; American Heart Association; St. Louis City Court Appointed Special Advocates (City CASA); Forest Park Forever; Family Support Network; BigThankyou.org; University City Children’s Hospital; Sunshine Ministries; and Epworth Children and Family Services.

“Everyday Heroes” — Every Friday during Total Information AM, KMOX airs a segment called “Everyday Heroes” where listeners nominate someone who has impacted their lives in a better way — parents, neighbors, co-workers. These “heroes” are also highlighted on the KMOX website.

KMOX took the lead to execute the details of an Infinity Job Fair hosted by Harris Stowe State College. KMOX was able to secure more than 40 companies who had booths at the Job Fair. In a time when the economy lends to hiring freezes and layoffs, KMOX, along with our sister stations, responded to the need in our community to showcase job opportunities.

KMOX, along with our sister stations, supported the Red Cross by hosting an Infinity Blood Drive. KMOX held our drive at Saint Louis University High School. Ultimately, KMOX prompted 40+ donors to give blood during a severe summer donor shortage.

KMOX on-air personality Charles Brennan hosted a “Support Our Troops Rally” at a local grocery store. KMOX encouraged listeners to stop by with toiletries, wet wipes, Gatorade, CD’s, DVD’s, current magazines, books, pre-packaged food, etc., to be mailed to St. Louis troops who are serving overseas. The station mailed over 2,000 care packages and raised over \$10,000 for postage.

KMOX was selected as an official sponsor of the Illinois Lewis & Clark Bi-Centennial Festival. KMOX sent a news reporter along the official Illinois Lewis & Clark Trail to produce Lewis & Clark stories and reports. More than 20,000 people came to the festival.

KMOX has an exclusive 32-year sponsorship of the Great Forest Park Balloon Race. This signature St. Louis event attracted more than 300,000 people to the 70 balloon race.

KMOX is the official media sponsor for the Rock Bottom Reminders concert. The Rock Bottom Reminders includes Dave Barry, Ridley Pearson, Scott Turow, Amy Tan, Mitch Albom, Roy Blount, Jr.; Kathie Kamen Goldmark and Greg Iles. 100% of all proceeds are used to pay for the America Scores – St. Louis program which combines an after-school and literacy program with a focus on writing for children 8-12 years old.

KMOX joined Major League Baseball, WB11, Fox Sports Midwest and the St. Louis Post Dispatch for “Rally Monday – 8 Teams ... 1 Champion.” On Monday, October 4<sup>th</sup>, Leonore K. Sullivan Drive (under the Arch) was turned into “Cardinal Land” as an estimated 15,000 Cardinal fans showed up to cheer for our Central Division Champion

St. Louis Cardinals as they entered the first round of post-season games. Street activity included vendor booths, food, drinks, Cardinal merchandise. The pep rally started with Cardinal Broadcaster Mike Shannon introducing former and current Cardinal players and management. A fireworks spectacular ended the evening. KMOX will continue to hold post-season pep rallies three hours before every home post-season game at Busch Stadium.

For the past *five* years, KMOX Talk Show Host John Carney has held the “Taste of Restaurant Tuesday Spooktacular.” Restaurants which have been guests on John’s “Restaurant Tuesday” program, prepare their favorite dishes at this benefit which raises money for the St. Louis Bereavement Center for Young People which helps children deal with the death of a loved one.

Our Little Haven provides a therapeutic residential treatment facility in St. Louis, MO, for babies and children ages birth through seven years of age who have been abused, neglected or affected by drugs. For the past three years, KMOX has donated the use of the KMOX balcony (which overlooks the Fair) for one evening during Fair St. Louis. This package is donated for their annual silent dinner auction and typically raises over \$4,000 for the organization.

For 26 hours, KMOX aired a Radiothon to benefit Forest Park Forever, which included numerous interviews, and testimonials coupled with challenges among on-air personalities to generate new "Keepers of the Park", friends of Forest Park Forever at the \$100 level or above. The Radiothon's purpose was to raise awareness of Forest Park's ongoing maintenance needs. KMOX attracted new Park donors from a wide swath of the St. Louis region.

KMOX is the radio sponsor for this year’s Walk As One – The walk will bring together people from throughout the St. Louis region to celebrate diversity and raise funds for programs that foster inclusiveness and empower youth to become strong leaders for the community.

Some of the charitable events in which KMOX personalities and staff participated include:

- American Heart Association Heart Walk — Official media sponsor
- American Liver Foundation — Fashion Show
- American Lung Association
- Bereavement Center for Young People
- Brentwood Foundation
- Cancer Wellness Fair
- Cardinal Care — the charitable arm of the St. Louis Cardinals which raises money for local charities

- Children's Crisis Nursery
- Cooperating School District Spring Conference
- Diversity Awareness Partnership Walk as One Luncheon
- Ellis Fishell Cancer Hospital (Columbia, MO)
- Epworth Children's Home
- Focus St. Louis – What's Right With The Region Award – Official media sponsor – recognizes businesses and individuals that better the St. Louis region
- Friends of Kids With Cancer
- Gateway Blood Association Blood Drive – Received over 350 donations – more than twice what they had expected
- George Washington Carver House – Le Hot Jazz Soiree
- Girl Scout Council of Greater St. Louis – April Showers personal care item drive
- Great Forest Park Balloon Race – Official media sponsor – money raised benefits Forest Park
- Greater St. Louis Economic Development Council – Economic Development and the Media Panel
- Growing Global – Official media sponsor – dinner emphasizing international business and how to grow globally
- Kilo Foundation
- Kids Under 21 (KUTO)
- Lutheran Senior Services – Golf Tournament
- Lydia's House
- March Of Dimes
- Mathews Dickey Boys and Girls Club "Say Amen" Banquet
- Medal of Valor Awards Ceremony (city and county police officers)
- National Association of Press Women
- Music For Life Alliance
- National Catholic Educational Association Convention
- Nurses For Newborns
- O'Fallon Illinois Arts Festival
- Operation Food Search – 2003 Hunger Never Takes A Vacation
- Operation Food Search – Golf Tournament
- Parkinson's Disease Fashion Show

- Societa Unione e Fratellanza Italiana
- Spirit of St. Louis Marathon – Official media sponsor
- St. Louis Area Council, Boy Scouts of America
- St. Louis Art Festival – Official media sponsor
- St. Louis County Fair and Air Show
- St. Louis Jazz Festival – Official media sponsor
- St. Louis Police Officers Awards Luncheon
- St. Louis Regional Technology Top 50 Awards – Official media sponsor
- St. Louis Senior Olympics – Official media sponsor
- St. Louis Strassenfest
- St. Louis Variety Club
- Third District Police District Business Association
- University of Missouri-St. Louis, Blanche Touhill Performing Arts Center Grand Opening – Official media sponsor
- Walks for Women – AMC Cancer Research Center – Official media sponsor
- Webster Hills United Methodist Church
- Wings of Hope
- World Trade Center St. Louis

KMOX also encourages its staff to become personally involved in public service work in their communities. Some examples:

- General Manager Tom Langmyer: Member of the Board of Directors of the St. Louis Urban League and the St. Louis Regional Chamber and Growth Association and Mathews Dickey Boys and Girls Club; Executive Board Member of the Greater St. Louis Area Boy Scouts of America. He was the 2003 Chairman of the United Way Radio Days fund-raising effort and 2003 Honorary Chairman of the Catholic Charities Campaign for the Archdiocese of St. Louis.
- News Director John Butler: Member of the Advisory Board for the St. Louis Ronald McDonald House
- Talk Show Host Charles Brennan: He is the founder of “Rediscover St. Louis,” a not-for-profit organization marking historic sites with informative plaques in Downtown St. Louis. In May 2001, Brennan and the St. Louis Mayor cut the ribbon to a 1.5 mile trail linking more than 25 sites with a painted red line on the sidewalk. Royalties from the sale of Charles Brennan’s BBQ sauce fund this effort, as well as the royalties from his book, “Walking Historic Downtown St.

Louis.” Charles was the Chairman for the St. Louis Zoo’s major fundraiser, the “Zoo Ado.” They raised over \$200,000 for the Zoo. He is also a member of the Board for the St. Louis Zoo Friends. Charles has spearheaded a campaign with Gateway Greening and the Downtown St. Louis Partnership to plant flowers on Washington Avenue in Downtown St. Louis. He raised \$15,000 on the air to pay for this plant material. He led a delegation of St. Louisans to meet with officials in Chicago to learn about that city’s greening program and how such practices could be copied in St. Louis.

- Talk Show Host Carol Daniel: Habitat for Humanity, St. Louis Lambert Airport USO, Joe Torry’s “Giving Back The Love Foundation,” the Greater St. Louis Association of Black Journalists, Mid America Transplant Services, and Southeast Missouri State University Minority Affairs Council.
- News Anchor Bob Hamilton: Senior Adjunct Lecturer on the faculty of the University of Missouri-St. Louis; Board of Directors of the Transport Museum.
- News Anchor Bill Reker: American Cancer Society’s “Relay For Life.”
- Talk Show Host McGraw Milhaven: Nurses For Newborns
- Promotions Manager Jackie Paulus: Christmas In St. Louis
- Chief Engineer Joe Geerling: Neonatal Intensive Care Group at St. John's Hospital and the St. Louis Archdiocese Pro-Life Office.
- Sports Director Ron Jacober — St. Louis Men's Group Against Cancer

### **KYKY**

KYKY, Y98 FM has made great strides in creating partnerships with many charitable organizations within the market. From our General Manager to our intern staff ... each person has a choice and voice on what events/organizations that we help each year. KYKY is a heritage station in the market, which has helped many community and non-profit organizations in the St. Louis metro for over twenty-five years.

KYKY supports many events/causes on an annual level. KYKY sponsors The Judy Ride Foundation, a local origination founded in 1998. Since it’s inception in 1998, the Foundation has donated over 90% of its total proceeds exclusively to the Breast Health Center, in affiliation with the Siteman Cancer Center. This money helps disadvantaged women in St. Louis have access to mammograms and other measures of early detection that would not be available to them otherwise.

KYKY also supports the MS Society’s MS Walk, which occurs in April. The MS Walk is a 90-mile walk that raises funds for the MS Society. Our evening personality Jen Myers has participated in the walk for the past two years and the station has made every effort to support Jen’s commitment to this great cause.

In 2004, all three Infinity Broadcasting stations partnered with the American Red Cross to do an Infinity Blood Drive. This will happen annually in August.

Also new in 2004, KYKY has joined forces with the local CBS affiliate to sponsor the One for the Community® campaign, which provides support to education and community initiatives throughout the metro area by selling entertainment booklets. KYKY has sent our talent to host more than 5 local school assemblies when they kick off their fund raising initiatives. This commitment will continue to grow in 2005.

In addition, KYKY sponsors: Martini Madness, an event to benefit the Forum for Contemporary Arts; the annual St. Patrick's Day Parade; Night of the Rising Stars, an event to benefit The Variety Club; the Duck Dash, an event that benefits the National Children's Cancer Society; The St. Louis County Fair and Air Show which benefits the Children's Miracle Network; United Way Radio Days; on-air auctions to benefit the Old Newsboys' Day Children's Charities; Winter Wonderland to benefit the St. Louis Parks and Recreation Departments; Zootini, and event to raise funds for The St. Louis Zoo and Radio Broadcasters for Babies, a market-wide fund raiser for the March of Dimes.

KYKY uses its airwaves to give a “voice” to charitable organizations that are making a difference in the community. Each month, KYKY chooses an organization to be its Charity of the Month. Not only does KYKY devote 45 of its monthly public service announcements to the organization, KYKY airs an interview on our PSA program and includes extensive information on our website. Some of the organizations for this year are: Siteman Cancer Center’s Celebrate Fitness” event, the RFT Restaurant Affair event that benefits The Judy Ride Foundation, an Easter event that benefits Cardinal Glennon Children’s Hospital, and the St. Louis Effort for Aids.

KYKY also encourages its staff to become personally involved in public service work in their communities. Some examples:

- Morning Show Talent Guy Phillips is highly involved in the St. Louis community including the National Foundation for Ectodermal Dysplasias, American Diabetes Association, KidsFest and the National Council on Alcoholism & Drug Abuse plus the Sisters of Saint Joseph of Carondelet
- Midday Talent Greg Hewitt: Honorary Chair of “Zootini” event to benefit the St. Louis Zoo, Chairman for Dining out for AIDS, Kidsmart, St. Louis Public School Foundation/The Right Step
- PM Drive Talent Paul Cook: Main Spokesperson for Newborns in Need, chairman for Dining out for Life, National Council of Alcohol and Drug Abuse, Food Outreach, Supporting Teens at Risk – STAR
- Evening Talent Jen Myers: MS Society (as described above), Koman St. Louis Race for the Cure, Adopt a Stray and Support the Dogs

- Marketing and Promotions Director Brandi Rowe: Marketing Committee for CASA of St. Louis County.

### **KEZK and KYKY**

KEZK and KYKY employees have devoted their time and talent to many charitable organizations, including the following:

Abitibi Recycling  
 Ad Club of St. Louis  
 Alzheimer's Association  
 Awana  
 Alternatives to Living in Violent Environments (A.L.I.V.E.)  
 American Cancer Society  
 American Heart Association  
 American Liver Foundation  
 American Red Cross  
 Animal Protective Association  
 Animal Rescue Foundation  
 AMC Cancer Research Center  
 Art on the Square  
 ASPCA  
 Backstoppers-assists the families of police officers killed in the line of duty  
 Big Brothers/ Big Sisters of Missouri  
 Broadway Cares/ Equity Fights AIDS  
 Cardinal Glennon Children's Hospital  
 Catholic Charities  
 Children's Miracle Network  
 City Improv-Chris Farley Foundation  
 Council for Extended Care of Mentally Retarded Citizens  
 C.A.S.A. (Court Appointed Specialty Advocates)  
 Crestwood Elementary School  
 Collinsville High School  
 Cystic Fibrosis Research  
 Edgar Road Elementary School  
 EnergyCare of St. Louis  
 Family Rescue Center  
 Food Outreach-helps abused children get placed into non-abusive homes  
 Gateway Blood Association  
 Gateway to a Cure-raises funds for spinal cord injuries  
 George Washington Carver House  
 Girls, Inc.  
 Guiding Eyes-trains and provides seeing-eye dogs  
 Habitat for Humanity  
 Heat Up/ Cool Down St. Louis

Herbert Hoover Boys and Girls Club  
Humane Society of Missouri  
Immaculate Conception St. Henry Parish  
Judy Ride Foundation-grassroots organization raising money for breast cancer research  
Junior Achievement  
Juvenile Diabetes  
Kid's Clubhouse-helps kids cope with loss of loved ones  
Life Crisis Nursery  
Leukemia and Lymphoma Society  
Make-A-Wish Foundation  
March of Dimes  
Men's Group Against Cancer  
Metropolis St. Louis- working to revitalize downtown St. Louis  
Missouri Daycare Family Association  
Missouri History Museum  
Multiple Sclerosis Society  
Newborns in Need-provides goods to families who lack the essentials for babies  
National Council Against Alcohol and Drug Abuse  
National Foundation for Ectodermal Dysplasia (N.F.E.D.)  
National Ovarian Cancer Coalition  
National Young Readers Day  
Ninth District Police Business Association  
Nurses for Newborns  
Operation Food Search  
Operation Kidsafe  
Optimists Club  
Our Little Haven-provides assistance and housing to children born to drug exposure  
The Pennsylvania Group-local neighborhood group that provides for its residents  
Peter and Paul Community Services, Inc.  
Phoenix Crisis Center  
Ranken Jordan Pediatric Rehabilitation Center  
Reading is Fundamental  
Rett Syndrome Research Foundation  
Ride-On St. Louis Equine Assisted Therapy  
Ronald McDonald House Charities  
St. Charles Youth Ministry Group  
St. Louis Asthma and Allergy Foundation  
St. Louis Ballet  
St. Louis Cardinals Care Foundation  
St. Louis County Fair and Air Show  
St. Louis Effort for AIDS (EFA)  
St. Louis Learning Disabilities Association  
St. Louis Visionary Awards-arm of the St. Louis Arts and Education Council  
St. Louis Zoo  
St. Patrick's Center for the Homeless

St. Vincent's Home  
School Sisters of Notre Dame-St. Louis  
Shriners Hospital  
Siteman Cancer Center  
Special Olympics  
Stages St. Louis  
Starbucks Coffee Literacy Campaign  
Stray Rescue of St. Louis  
Suburban Journals Old Newsboys Day  
Sudden Infant Death Syndrome (SIDS) Research  
Susan G. Komen Race for the Cure  
Tower Grove Christian School  
Team Activities for Special Kids (T.A.S.K.)  
United Way  
University of Missouri Performing Arts Center  
Urban League of St. Louis  
Variety Club  
YWCA

## ***Tampa***

### **WRBQ**

WRBQ has had an over 20 year history of serving the Tampa / St. Petersburg market with more than just music. The station's list of community serving events is long and varied. The station is beginning its 11<sup>th</sup> year of Christmas Wish, a 501 C charity run by morning show host and Program Director Mason Dixon. Christmas Wish started in the early 90's raising about five thousand dollars and distributing it to families in need during the Holidays. The charity has now grown to the point of raising over fifty thousand dollars each of the last two years and this year it will reach between seventy-five and one hundred thousand dollars that will be given to families in need. As of the first week of October, the station was already over the thirty thousand dollar mark. This has become the largest Holiday fund raising event in the Tampa Bay area.

This is only one of many community events WRBQ does each year. Here is an overview of some of the events the station was involved with this year:

**Organization:** NFL Players Association, Youth Foundation

**Event:** NFL Youth Education @ Leroy Selmon's Restaurant

**Run Date:** January 18, 2003

**Summary:** Oldies WRBQ was on site at Leroy Selmon's in Tampa to support the NFL Youth Education Foundation with a raffle for a package to the Super Bowl XXXVIII in San Diego. Oldies on air DJ, Carrie Kirkland did live on air call ins about the event. NFLPA sponsored the event to benefit the boys and girls of the NFL Youth Education Town Centers at Jackson Heights and Mort Park in Tampa. Oldies vehicle and

promotions team was on site with music and giveaways.

**Organization:** Pinellas County Education Foundation

**Event:** Retired Education Employees Appreciation Reunion

**Run Date:** January 25, 2003

**Summary:** WRBQ supported the foundation with public service announcements and live on air announcements the week prior to the event. The reunion was held at Enterprise Village in Largo and provided food, entertainment, seminars financial planning and technology. Information about the event was available on the WRBQ website.

**Organization:** Museum of Science and Industry

**Event:** Einstein on Wine

**Run Date:** January 25, 2003

**Summary:** Einstein on Wine fundraising event as held at MOSI in Tampa to benefit the K-I-D-S program at the museum. WRBQ 104.7 supported the wine tasting and silent auction with public service announcements and live announcements one week prior to the event. Local restaurants and vine vendors provided the tasting.

**Organization:** Pinellas Education Foundation

**Event:** Outstanding Educator Awards

**Run Date:** February 6, 2003

**Summary:** Oldies WRBQ 104.7 sponsored the event with live on air announcements and public service announcements one week prior to the awards. The banquet was to award Pinellas County's teacher of the year at Tropicana Field in St. Petersburg. On air DJ John Kelly did live broadcast at the teacher of the years school, Seminole High School prior to the banquet.

**Organization:** Florida State Fair

**Event:** Mason & Bill's Kids Day At the Fair

**Run Date:** February 12, 2003

**Summary:** Oldies WRBQ sponsored the Mason Dixon & Bill Connolly Kids Day At the Florida State Fair. This day was for organizations in the Tampa Bay area that provide services for under privileged children a enjoyable day at the fair. Bay area organizations in attendance were Everybody's Tabernacle Homeless ER Project, Everybody's Blessings, Family Continuity Programs, Haven W. Poe Runaway Center, High Point Neighborhood Family Center, Joshua House, Just Early Childhood Center Project Link, Mental Health Care Inc, Operation Par Village Development, Parents Without Partners, The Children's Home Tropical Acres Christian Academy and Willis Peters Exceptional Center. Dunkin Donuts provided over 800 donut's, coffee and juice fort he morning and the marketing & Advertising Division of the Florida State provided donuts, juice, corn dogs and entrance to the fair for 800 children and chaperons. WRBQ supported the day with 45 live promotional announcements, 125 produced promotional announcements the week prior to the event. Three live broadcasted from the midway area at the Florida State Fair were executed on the day of the event and a live in the studio interview took place

during the morning show with Mason Dixon.

**Organization:** Pinellas Animal Foundation

**Event:** Bowser Games

**Run Date:** March 1, 2003

**Summary:** WRBQ supported The 1<sup>st</sup> Annual Bowser Games held at the Joe DiMaggio Sports Complex in Clearwater. The games were great fun for the dogs and their owners. The Pinellas Animal Foundation is a nonprofit veterinary and community partnership, dedicated to improve animal care, owner responsibility and increase awareness of the value of the human/animal bond. Their goal is to enrich the lives of animals and people of all ages through education and service programs. Carrie Kirkland, Oldies on air DJ was the master of ceremonies throughout the day. WRBQ supported the event with 15 live on air announcements one week prior to the event. Information about the event was posted on the WRBQ website and in the WRBQ the e-mail newsletter.

**Organization:** Mid Florida Chapter of the Multiple Sclerosis Society

**Event:** MS 2003 Walk

**Run Date:** March 15, 2003

**Summary:** The 2003 MS Walk was held in Largo at the Walsingham Park to benefit the local chapter for Multiple Sclerosis. Oldies on air DJ, John Kelly was on site for the day and the WRBQ promotions team provided music and gave away goodies. WRBQ supported the walk with 25 live on air announcements one week prior to the event. Information about the event was posted on the WRBQ website and included in the WRBQ e-mail newsletter. Mason Dixon had a live on air interview with promoter of the walk during the morning show the week before the event. WRBQ aired 35 produced promotional announcements the week prior to the walk.

**Organization:** West Pasco Chamber of Commerce

**Event:** Chasco Fiesta 2003

**Run Date:** March 20-30, 2003

**Summary:** Oldies 104.7 supports the Chasco Fiesta with on air promotional announcements both live and produced one-week prior. WRBQ promotional team provided music on site, station vehicle and goodies to give away. Information about the 10 day event was posted on the WRBQ website and included in the WRBQ newsletter. A live on air interview with Mason Dixon during the morning show was executed one week prior to the event. The Chasco Fiesta is a community celebration that successfully combines Native American culture, a blend of Indian and Spanish tradition and lore, non-profit fund raising and loads of entertainment. The event is held at Sims Park in New Port Richey. The event will be hosted by WRBQ on air personalities JoJo Walker, Carrie Kirkland and Rico Blanco.

**Organization:** Project LINK

**Event:** "Swing into Education" Golf Tournament

**Run Date:** April 26, 2003

**Summary:** WRBQ supported the golf tournament, which benefited Project LINK's Scholarship fund and truancy prevention program. The program ensures school success

and high learning opportunities for children that attend Hillsborough County Schools. WRBQ promotion team distributed prize giveaways, aired promotional announcement and public service announcements.

**Organization:** Prevent Blindness

**Event:** “Light the Night for Sight” Lowry Park Zoo

**Run Date:** May 9, 2003

**Summary:** WRBQ supported “Light the Night for Sight” event, which was designed to educate the public about eye health and safety, especially the dangers associated with fireworks. An in studio interview the week of the walk and some call ins from the event. DJ Rico, along with the promotions team was on site distributing WRBQ giveaways.

**Organization:** American Cancer Society

**Event:** “Relay for Life”

**Run Date:** May 16, 2003

**Summary:** WRBQ was onsite at the American Cancer Society “Relay for Life” with music, banners, and prize giveaways. The “Relay for Life” fundraiser took place at England Brothers Band Shell Park in Pinellas Park. The event raised money for the fight against Cancer. During the 18-hour rally, someone was continuously walking the track to raise proceeds to benefit the American Cancer Society.

**Organization:** Lealman Fire and Rescue

**Event:** Safety Fair

**Run Date:** May 24, 2003

**Summary:** WRBQ promotions team and vehicle were on site at the Safety Fair. The event was promoted on air with live promotional announcements and included on the station website event calendar page.

**Organization:** Pinellas County Veterans Liaison Council

**Event:** Flag Day

**Run Date:** June 14, 2003

**Summary:** The Flag Day celebration took place at Fort Desoto Park. Activities included a “fish-a-thon”, sand sculpturing, and coloring contests. There was an evening ceremony with an honor guard, guest speakers, and musical entertainment. WRBQ promotions staff and vehicle were onsite with prize giveaways and music. The event was promoted on air with live promotional announcements.

**Organization:** Christmas Wish

**Event:** Kids Tri-Woodlands Triathlon Race

**Run Date:** June 14, 2003

**Summary:** WRBQ on air personality Mason and promotions team was onsite with prize giveaways and music. The fundraiser promoted fitness, good health and the spirit of competition. The proceeds benefited the East Lake Woodlands C.C. Swim Team and Mason Dixon’s Christmas Wish fund. The event was posted on the WRBQ website and on air announcements.

**Organization:** Help A Kid Foundation

**Event:** "Rock, Roll and Remember"

**Run Date:** August 22, 2003

**Summary:** WRBQ provided the following promotional support; opportunity to join Mason Dixon during the morning show August 12, 2003. The inclusion on the WRBQ website events calendar page. (15) Live promotional announcements were scheduled the week prior to the event date. (10) Ten pair of tickets were given away on the air. On the day of the event, on site, WRBQ set up music for the kick off of the venue. WRBQ also provided banners, set up of tent and table, and station vehicle. WRBQ provided public service announcements the week prior to the event.

**Organization:** City of Pinellas Park

**Event:** Rockin Under the Stars Concert

**Run Dates:** October 4, 2002

**Summary:** The 2<sup>nd</sup> annual oldies concert was sponsored by WRBQ Oldies 104.7 and held in Town Square Plaza Park in Pinellas Park. The free concert featured local bands Tempest, Impacts and the Streetlites. A ceremony honoring the police, fire fighters and EMT personnel for the September 11 attack opened the event. Proceeds from food and drink sales went to benefit local charitable organizations.

**Organization:** Paralyzed Veterans of America

**Event:** Women's Blues Dress

**Run Dates:** October 12, 2002

**Summary:** The concert featured a Women's Blues Revue performance. Proceeds went to benefit Paralyzed Veterans of America Florida Gulf Coast Chapter. WRBQ provided live on air promotional announcements and public service announcements one week prior to the event along with on air ticket giveaways.

**Organization:** Girl Scouts of America

**Events:** 90<sup>th</sup> Anniversary of Girl Scouting Celebration

**Run Date:** October 26, 2002

**Summary:** The 90<sup>th</sup> Anniversary of Girl Scouting event to benefit the Girl Scout of America was held at the University of South Florida Sun Dome in Tampa. Over 5,000 girls attended the day long event. WRBQ provided on air promotional announcements and public service announcements to support the event.

**Organization:** Diabetes Challenge

**Event:** The 6<sup>th</sup> Annual Diabetes Challenge Bike Ride

**Run Date:** November 9, 2002

**Summary:** WRBQ sponsored the bike ride held in Dunedin. The station provided on air promotional announcements, posted the event on the station website calendar of events page and e-mail newsletter. An in studio interview was executed during the morning show with Mason Dixon.

**Organization:** Veterans of Tampa

**Event:** Tampa Bay Annual Veterans Day Parade and Community Fair

**Run Date:** November 9, 2002

**Summary:** WRBQ promoted the parade on air with live promotional announcements, public service announcements and participated with a vehicle represented in the parade. Morning show host Mason Dixon participated as the emcee of the event.

### **WBZZ (FORMERLY WQYK-AM)**

WBZZ is committed to helping organizations with their many charitable causes. This past year the station helped organize and promote the Holiday Cards for The Children's Cancer Center, the John Lynch Foundation which benefits underprivileged kids, the Ronde Barber Golf Tournament for Diabetic Charitable Services, Martin Gramatica's "All-Star Soccer Weekend" which benefits local children's hospitals and more.

### **WQYK**

WQYK-FM Tampa has conducted a "Charity of the Month" program for the past three years. Each month, the station chooses one or two local charities as the "Charity of the Month" and runs 20-40 second spots on the groups every other hour, all-day. WQYK focuses on local charities that have a direct impact on the local community, to boost the charities' clout. For example, the month that the station focused on National Mentoring Month, the local mentoring organizations received double the number of calls. In 2001, the station devoted more than \$110,000 in promotional airtime for the "Charity of the Month Program." In 2001, WQYK also collected \$325,000 for St. Jude hospital, raised \$50,000 for the September 11th fund, collected \$35,000 toys for Toys for Tots and participated in 450 community events.

Community involvement is a cornerstone of WQYK and that means participation on all levels; from street level public service to the station's partnerships with organizations like St. Jude Children's Hospital, The Angelus, The Sheriff's Youth Ranch and many more. The station is committed 52 weeks a year to the community and its needs. With the WQYK "Charity of the Month" program, the station selects local charities each month and devotes over \$110,000 in promotion airtime to their causes. Each charity receives over two hundred :30 recorded promos.

Some of the station's largest fundraisers include its St. Jude Children's Hospital 48-Hour Radio-thon, which has raised over \$3.5 million for the hospital in the past twelve years. For the last 13 years WQYK has been instrumental in promoting and securing artists for the Charlie Daniels Angelus Country Concert. Last year's concert weekend raised over \$300,000 for the Angelus, a home for severely handicapped children in Pasco County.

Always in Tampa, always in February, the Florida State Fair is a 12-day celebration of the Sunshine State. Each year the station's Fair display becomes more elaborate. In 2003, the WQYK pirate ship (used primarily at Buccaneer football games) formed the backdrop for its tiki huts and interactive putting greens. The ship was open throughout the Fair and WQYK broadcast 8 times and hosted a variety of country concerts. Over 450,000 people

enjoyed this year's festivities.

The 2003 Florida Strawberry Festival offered some great concerts for Country Music lovers: Terri Clark, Ricky Skaggs, Vince Gill, Tanya Tucker, Brad Paisley, Randy Travis, Martina McBride and more. WQYK built a western saloon, jail and cowboy graveyard near the concert stadium. Country Music fans were able to tour the saloon and meet the jocks on their way to see their favorite artist perform. The saloon was open throughout the Festival and WQYK broadcast five times.

Tampa is home to MacDill Air Force Base, which houses U.S. Central Command. WQYK has for years supported the armed forces through a variety of charitable causes. The station continued this during 2002-03 with free concerts for the troops at the base including Phil Vassar, Neal McCoy, Ronnie Milsap, Toby Keith, Darryl Worley, and Gary Allan. This past Christmas the station's Morning Show with Skip Mahaffey collected over 10,000 holiday postcards and 20,000 free phone minutes. During the Iraqi War, the station aired "Postcards From the Front," greetings from soldiers overseas to their families in Tampa. And in July the station was instrumental in putting together the "2003 Freedom Concert" to honor active and retired military personnel in the Tampa Bay area. The 3-hour concert was broadcast live and commercial free on WQYK and on Armed Forces Radio all over the globe and was shown tape-delayed on Armed Forces TV. The show featured performances by Charlie Daniels, Jo Dee Messina, Darryl Worley, Chris Cagle, Lee Greenwood, Rebecca Lynn Howard, and Ashley Gearing. Other dignitaries on hand included Gen. Tommy Franks, Florida Governor Jeb Bush, Tampa Mayor Pam Iorio, and Buccaneer players Joe Jurevicius and John Lynch.

WQYK and Harley Davidson of Tampa teamed up in 2001 to create the "Harley Run" to raise money for September 11th relief efforts. Over \$21,000 was raised through t-shirt sales and bike entry fees. In both 2002 and 2003, the station decided to honor the anniversary with another Harley Run, this time dubbed "Remembrance Ride". Over 3,500 bikes participated both years and created a 9-mile backup on the 15-mile route. The route was also lined with residents waving flags and cheering on the riders. Dave McKay, from the afternoon show, lead the ride along with firefighters who were brought down from New York City to participate in the event. The ride culminated at the Ice Palace Arena where Nashville acts the Warren Brothers and Sixwire performed for free. Over \$100,000 was raised for Tampa firefighters and law enforcement charities.

### **WSJT**

Responding to the community needs is a huge part of what WSJT 94.1 FM does every week of the year. Station staff meets weekly to review requests from the community. The list below is a sample of the various organizations that are supported:

**Organization:** NAACP Clearwater

**Event:** Martin Luther King Day At Coachman Park

**Run Date:** January 20, 2003

**Summary:** WSJT 94.1 supported the "2003 Martin Luther King Day" In Clearwater's

Coachman Park with the station's vehicle and promotions team on site for the day. 94.1 promotions team gave away Smooth Jazz prizes and goodies. Eric Darius provided the entertainment. Smooth Jazz WSJT supported the event with 15 live promotional announcements the week prior to the event. The event information was also available on the WSJT website event calendar.

**Organization:** Hillsborough County Public Schools (Leto High, Interact Club)

**Event:** Leto Live "Concert Under the Stars" with Belinda Womack.

**Run Date:** January 24, 2003

**Summary:** "Concert Under the Stars" was a fundraiser for Leto High School Interact Club in Tampa. Belinda and The Katz performed with Derek Womack and the Groove for a beautiful evening of entertainment. George Nix was the host for the event. Richie's Café catered a spaghetti Dinner prior to the concert. WSJT 94.1 supported the evening with 15 live promotional announcements one week prior to the concert. Concert information was available on the WSJT website and mentions on the weeks entertainment the week prior to the event. On air ticket giveaways during Smooth Jazz Café the week before. Fifteen live announcements and Bring Your Radio to Work Day the week prior as well as 24 live and recorded announcements. Leto High School Interact provides students with the opportunity to work off debts and provides scholarships for graduating seniors.

**Organization:** The Abilities Foundation

**Event:** Napa Valley Wine Tasting

**Run Date:** February 6, 2003

**Summary:** Smooth Jazz WSJT 94.1 supported the Napa Valley Vintners Tour to benefit The Abilities Foundation held at Raymond James Stadium in Tampa. George Nix was the Master of Ceremonies for the evening and the promotions team was on site for the event. Abilities Wine Tasting information was available on WSJT website one week prior and Entertainment Minute mentions. Public Service announcements two weeks prior to the event and 10 – 15 live mentions one week prior to the event. On air ticket giveaway on the morning show with George Nix each day the week prior the to the tasting and ticket giveaway's at various on site station remotes. The very successful event gave supporters the opportunity to sample wine for 84 World Class Wine Makers and Winery Principles as well as great food from many local Award Winning Restaurants. Abilities Foundation serves the employment, housing, health and independent living needs of people with disabilities.

**Organization:** Sickle Cell Disease Association of America

**Event:** Evening of Jazz and Dinner

**Run Date:** March 23, 2003

**Summary:** The evening of Jazz and Dinner was held at the Bayfront Hilton in downtown St Petersburg, with live jazz by Da'rel Campbell. WSJT supported the event with 15 live promotional announcements one week prior to the event. Information about the evening was posted on the WSJT 94.1 web site on the Entertainment Minute and provided giveaway on the Smooth Jazz Café. On air personality George Nix and the Smooth Jazz promotional team was on site with goodies to give away. All proceed to benefit the Sickle Cell Disease Association of America, St Petersburg Chapter. The fundraiser was to help provide financial, emotional and recreational support to sickle cell clients.

**Organization:** Tampa- Hillsborough County

**Event:** Storytelling Festival

**Run Date:** April 11, 2003

**Summary:** The Storytelling Festival was held Lowry Park and Hillsborough High School, both in Tampa. The festival featured nationally known tandem storytellers, Nancy Wang and Robert Kikchi-Yngojo, better known as Eth-Noh-Tec. Smooth Jazz WSJT supported this family-oriented events with live PSAs and entertainment minute.

**Organization:** Fortune Education Foundation, Inc.

**Event:** Celebrity Elegance Gala

**Run Date:** June 14, 2003

**Summary:** Smooth Jazz WSJT DJs Al Santana and Alicia Kaye hosted the 11<sup>th</sup> Annual fundraiser. The Celebrity Elegance Auction/Dinner Gala took place at the Hyatt Regency Tampa. WSJT supported this event with ticket giveaways, AM Drive and 10-15 live mentions. The event helped to raise funds and awareness of the Education Foundation scholarship program.

**Organization:** Big Brothers/Big Sisters

**Event:** Art of Helping Children Art Auction

**Run Dates:** 7/28 to 8/2

**Summary:** The Big Brothers Big Sisters of Hillsborough County annual fundraiser, art auction was held at NetPark in Tampa, George Nix served with other local celebrities as auctioneer for the evening. WSJT 94.1 was on site with van, prizes, music, and supported the event with live promotional announcements, PSAs, Entertainment Minute, and website mentions.

**Organization:** The YMCA

**Event:** YMCA Jazz Concert

**Run Dates:** 9/23 to 9/27

**Summary:** Eric Darius put on a free concert at the Holiday Inn Harbourside in Indian Rocks Beach. WSJT was there with games, and giveaways. All Drink sale proceeds went to benefit the YMCA. George Nix Hosted the Evening and a great turn out!

WSJT 94.1 FM hosts “Get Downtown” and “Old Hyde Park” monthly jazz series events year round that feature local talent and are free to the public. Food and drink sales at the event benefit a different charity every month.

WSJT 94.1 produces a CD compilation every year. The proceeds from the sale of the CD have benefited: The Spring (shelter for abused families), The Florida Aquarium, Ronald McDonald House, Susan G. Komen Breast Cancer Foundation, All Children’s Hospital and The United Way.

## **WLLD**

Community assistance has been a strong calling to the team at WLLD. Since signing on in 1998, the station has responded to community needs at several levels. The station arranged a celebrity softball game for the family of Ashley Mance, a 9 year-old girl killed in a racially motivated shooting while lying next to her twin sister. The roster of participants included Eminem, Roy Jones Jr., Randy Macho Man Savage, and the Tampa Bay Buccaneers. The station raised over \$12,000 for the family. The station works closely with Metropolitan Ministries, Florida Blood Services, and local schools via fundraising efforts and public speaking engagements. WLLD has staffers that serve on the Board of Directors for The Boys & Girls Clubs, as well as Aids Awareness events. The Morning Show has a weekly feature, in concert with the station site [www.wild987.fm](http://www.wild987.fm) that provides birthday telegrams, anniversary announcements etc., to listeners and the fee is \$20 donated the American Red Cross.

## **WYUU**

WYUU is very involved in the community supporting a variety of events and charitable causes. Here is a partial list of organizations and charitable events the station has supported over the past year: Abilities Wine Tasting, Lowry Park Zoo, American Heart Assoc., MDA, Moffitt Cancer Center, Holiday Food Drive for the Salvation Army, Career Shadowing Day, Children's Home Benefit, The Pinellas Animal Foundation's BOWser Games, Hillsborough County Fire Rescue Dept., Florida Blood Service Blood Drive, Toys for Tots toy collection for the holidays, Susan G. Komen Foundation, Breast Cancer Foundation, Tampa Lighthouse for the Blind, Joshua House, All Children's Hospital, the Divine Providence Food Bank and the Pediatric Cancer Foundation.

Every year WYUU teams up with Home Depot to create a NASCAR-themed display area for the Florida State Fair and the Florida Strawberry Festival. This display serves as the broadcast area for the station.

## ***Washington, D.C.***

## **WARW**

WARW supports community and charitable causes in the DC Metro with Public Service Announcements aired 3 times per day. The station also includes exposure for these functions on its website with a page dedicated to community and charitable causes titled "Classic Rock Cares." WARW is very active in the communities and charitable causes throughout the DC Metro. For example, the following is a list of the charitable activities of the station from March through December 2003:

**3/13-** Taste of the Nation- a sampling event benefiting local hunger organizations such as the Capital Area Food Bank.

**3/30-** INOVA Blood Drive- blood drive held to supply blood to Washington, DC area hospitals. Benefits INOVA and the DC Metro area community.

**5/5-** Let's Roll for Red Cross- held at the Hard Rock Café in Washington, D.C. – a concert to benefit the work of the Red Cross on behalf of U.S. troops.

**5/16-** 21<sup>st</sup> Annual Snow Valley MS 150 Bike Tour- event benefits the National Multiple Sclerosis Society.

**5/18-** Walk Far for NAAR- a charity walk event to benefit the National Alliance for Autism research.

**6/6-** Celebrate Fairfax- annual carnival/fair that benefits the City of Fairfax.

**6/15-** Alexandria Red Cross Waterfront Festival- an annual family carnival type event with live music. Proceeds benefit the American Red Cross of Alexandria.

**8/5-** National Night Out – sponsored by the National Association of Town Watch and focusing on the safety of both adults and children in the station's community.

**8/15-** Army Picnic at Fort Hunt Park- an annual thank you picnic honoring those serving in the U.S. Army.

**8/17-** Univ. of MD Football Fanfest- not specifically tied to a charity, but a free event benefiting the community and higher education.

**9/7-** Fair Lakes 8K- a community walk held in the Fair Lakes area of Northern, VA, benefiting the National Marrow Donor Program and sponsored by the Peterson Companies.

**9/13-** A Sugar and Champagne Affair- an evening event held in downtown DC, benefiting the Washington Humane Society and honoring the Animal Cops of DC.

**9/20-** Children's Miracle Network Motorcycle Ride, held in Fairfax, VA. The ride benefits the Children's Miracle Network and is sponsored by Remax

**9/28-** Car Wash sponsored by WARW, Cue Recording Studios, and the Guitar Center, to benefit the Unity Club of Falls Church, an organization that provides extra curricular and group activities for recovering alcoholics

**10/4-** Casino Night 2003 "Mardi Paws!"- An evening charity event held in Arlington, VA, benefiting the Animal Welfare League of Arlington.

**10/5-** Army Ten Miler- Held at the Pentagon, the Army Ten Miler is the largest 10 miler in the country and second in the world. It benefits and honors the US Army.

**10/11-** Light the Night Walk- a 2-mile walk in South Riding, VA benefiting the

Leukemia and Lymphoma Society and commemorating lives lost to cancer.

**10/20-** Wolf Trap Invitational Golf Tournament- a VIP type golf tournament where all funds benefit the Wolf Trap Educational Foundation.

**10/25-** Rockville Volunteer Fire Department Open House- an open house for the community to visit the firehouse as part of the Taste of Rockville annual event. All proceeds and donations benefit the RVFD.

**11/1-** Walk to Cure Lupus- Official sponsor and host of the "Walk to Cure Lupus" on the grounds in front of the Capitol Building. Over 1,000 walkers attended to raise money for the Alliance for Lupus Research. WARW also provided :30 on-air PSAs and included the event on the station's events page.

**11/8-** United we Stand 5K- WARW was the official sponsor and host of the United we Stand 5K held at Bon Air Park in Arlington, VA. We also provided :30 on-air PSAs and included the event on the station event's page.

**11/9-** Veterans Day 10K- Official sponsor of the Veterans Day 10K where over 1,000 runners gathered at the tidal basin to compete and honor our country's veterans.

**11/11-** INOVA Blood Drive- Part of the Infinity initiative where we worked with Inova blood donor services to present a very successful blood drive with over 40 people donating usable blood. Also, WARW provided :30 on-air PSAs and inclusion on the station website.

**11/16-** Myeloma 5K race- Official sponsor of the local Multiple Myeloma Research Foundation walk....a form of cell cancer that is prevalent in the DC area.

Thanksgiving Day- Pay for Play- the entire day of programming was dedicated to taking requests from listeners who pay to hear their favorite songs. All proceeds benefit the Capital Area Food Bank. Raised over \$13,000

**12/17-** BWI Operation Hero Miles- Allie and the promotions team were on-site at BWI airport to welcome troops back from Iraq. We handed out fliers to remind people that they can use their frequent flier miles to donate to the troops and had a link on our website where listeners could contribute.

**12/19-** Stuff a Truck- An all day charity event to collect donations for the Capital Area Food Bank to feed the hungry people in DC during the holidays. From Brentwood, Fairfax, and Rockville, we collected a ton of food for the Food Bank as well as a lot of money. The strong partnership with Fox 5, Washington Post, Giant, and the Capital Area Food Bank continues into next year.

**January 2004 to October 2004:**

**3/13**—Raise The Roof 5K-event raised money to help build homes for the needy—benefits Habitat for Humanity

**4/10**—Child Safety Day at Fair Lakes Center- community event to raise awareness on protecting our youth.

**4/24**—Bright Beginnings 5K- East Potomac Park—event benefits a developmental child care center for homeless children.

**4/24**—Hoops For The Homeless -yearly charity youth basketball event, sponsored by Freddie Mac, which funds Miriam's Kitchen, a local soup kitchen.

**4/28**—Taste of the Nation—Share Our Strength has made this event the nation's preeminent culinary benefit supporting anti-hunger and anti-poverty efforts.

**5/01**—May Day 5K—event benefits the Christopher Reeve Paralysis Foundation

**5/04**—Mark Moseley Golf Tournament—held to benefit Friends of the Clinical Center and Special Love/Camp Fantastic

**5/08**—Walk for the Animals—Animal Welfare League of Arlington holds this annual event

**5/08**—Walk For NAAR-National Alliance for Autism Research held their local walk at the Montgomery County Fairgrounds

**5/22**—MS 150 Bike Ride—annual event benefits the Multiple Sclerosis Foundation

**6/05**—Laurel 5K-race benefits the Pallotti Early Learning Center of Laurel Maryland

**6/13**—Celebrate Fairfax - annual carnival/fair that benefits the City of Fairfax

**6/13**—Remax Motorcycle Ride—Benefits the Children's Miracle Network

**6/18**—Alexandria Red Cross Waterfront Festival- an annual family carnival type event with live music. Proceeds benefit the American Red Cross of Alexandria.

**7/22**—SERVE @ Splashdown—NOVEC & SERVE did a canned food campaign to benefit SERVE, a DC-based food collection agency-event was rained out early.

**8/6**—SERVE @ Splashdown—NOVEC & SERVE did a canned food campaign to benefit SERVE, a DC-based food collection agency—makeup date for rainout in July

**8/21**—Pete Wysocki Bike Tour --benefiting **The PJW 50 Foundation** , a nonprofit

organization that benefits The Head and Neck Cancer Institute of the United States.

**9/12**—Fair Lakes 8K & Fun Run--benefiting the National Marrow Donor Program (NMDP), an organization dedicated to providing Bone Marrow Transplants for sick people all over the world. Proceeds from the Race are used to add people to the National Marrow Donor Registry.

**9/18**—National Kidney Foundation's Kidney Walk & Fun Run--presents the National Kidney Foundation with the opportunity to educate area residents about kidney disease and prevention, and raise funds to help patients right here in our community.

**9/20**—A Sugar and Champagne Affair- an evening event held in downtown DC, benefiting the Washington Humane Society and honoring the Animal Cops of DC.

**10/09**—Light the Night Walk- a 2-mile walk in South Riding, VA benefiting the Leukemia and Lymphoma Society and commemorating lives lost to cancer

**10/24**—Army Ten Miler- Held at the Pentagon, the Army Ten Miler is the largest 10 miler in the country and second in the world. It benefits and honors the US Army.

### **WJFK**

WJFK-FM is very proud of its role in helping fulfill the needs of the community and has no mandate from corporate as to what topics should be discussed and addressed.

Newsman Buzz Burbank hosts "The Washington Weekly," a one-hour show every Sunday morning focusing on topics ascertained to be of the most importance to listeners in Washington DC, Northern Virginia, and the Maryland suburbs.

In addition to that hour of public affairs, the station does a second hour. One half hour of which is "Greenwave Radio," a show all about issues involving the environment.

The second half hour is "Focus on Manassas," a show entirely devoted to the station's city of license, Manassas, Virginia. Long-time host Stevie Bridgewaters directs all interviews, news stories, and topics to residents of Manassas.

The station also recently unveiled [www.WJFK.com](http://www.WJFK.com) and post all of its public affairs information on a special section there. All pre-recorded station PSAs are tagged with the website address for more information. Those PSAs run during various dayparts 7 days a week.

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The station also operates [www.WJFK.com](http://www.WJFK.com) and posts all of its public affairs information on a special section there. All pre-recorded station PSAs are tagged with the website address for more information. Those PSAs run during various dayparts 7 days a week.

### **WPGC**

WPGC(AM) takes a number of actions to contribute to the community of which it is a part, including the following:

Street invasion: Each year WPGC(AM) teams up with a local outreach ministry and conducts a community-wide street jam. The station creates a stage where a local artist performs. During the performance, the station also holds a free flea market. This flea market consists of food, clothes and bibles. The station presents this service throughout the summer to every low-income housing development in the metropolitan area.

World AIDS day: Each year WPGC(AM) personalities participate in World AIDS Day by delivering food to those who are living with HIV/AIDS.

Unifest: During the month of May WPGC(AM) partners with BET and Union Temple Baptist Church to spearhead a community festival in the Southeast area of Washington, DC called Unifest. The Southeast area is saturated with low-income families. During Unifest the station presented the BET Wrap It Up campaign. The station presented a health pavilion that educated the community about HIV/AIDS and safe sex. Community residents could also receive free HIV testing at this pavilion.

La Plata Radiothon: WPGC(AM) created a radiothon and benefit concert to help rebuild a southern Maryland community that had lost homes, businesses, and lives in the devastation of a tornado.

Missionary Baptist Church Radiothon: WPGC(AM) created a radiothon, broadcasting live morning midday and afternoon drive to help re-build the Missionary Baptist Church in Northeast Washington, DC. This church was destroyed by an arsonist. The station raised \$10,000 dollars in this effort.

Peace in the Street: During the month of May and June, WPGC(AM) teamed up with the Washington Metropolitan Police Department and local clergy for the Peace in the Street campaign. The station sent its promotions team out to street each day to report on the various activities designed to promote non-violent neighborhoods. The station also ran a series of public service announcements and live liners to encourage listeners to

participate.

Coat, food and toy drive: Each month during the forth quarter WPGC(AM) conducts a different drive to help the community. The station begins with a coat drive in October, followed by a food drive in November and in December the station caps things off with a toy drive benefit concert featuring a national artist and a series of local artists. All of the proceeds are given to a local shelter.

Martin Luther King Day parade: WPGC(AM) partners with WPGC-FM and Prince Georges County of Maryland to present the Martin Luther King Day parade. Station personalities participate in the parade and broadcast live from the parade and other activities on this holiday. The station also airs an entire day of programming remembering the slain civil rights leader throughout the holiday.

### **WPGC**

WPGC is very involved in World AIDS Day and this year the station helped to deliver food to those in the DC area who were confined to their homes as a result of living with AIDS.

Every year prior to the start of school, WPGC, in conjunction with the DC school system promotes and broadcasts live from area clinics where children can be immunized for free. The DC area faces a major problem each year – its children cannot attend school until they have been immunized and in DC many parents do not immunize their children in time for the start of school. WPGC tries to make it easy for parents to immunize their children and tries to publicize the importance of proper and timely immunizations for school-age children.

Every year, WPGC sponsors the Martin Luther King Jr. Parade in DC. Station personalities participate in the parade and broadcast live from the parade and other activities on this holiday. During the week prior to the holiday, WPGC airs a series of vignettes on air highlighting the many things Dr. King stood for and accomplished.

Each year WPGC is the official station for the Black Family Reunion in DC, held with the Council for Negro Women. In fact, a few years ago, WPGC's Donnie Simpson was the honorary national chairman for the Black Family Reunion.

WPGC held a tornado relief effort to raise money, food and clothing for people in southern Maryland who were devastated by tornadoes that touched down in La Plata, Maryland.

### ***West Palm***

### **WEAT**

WEAT is extremely involved in local community events and charitable causes in South

Florida. Just some of the station's annual events include The Susan G. Komen Walk to fight Breast Cancer; The American Heart Walk; The American Lung Association's "Drive UP-Don't Light Up"; United Cerebral Palsy's "Great Chef's Tasting"; and the station's Annual "Sunny Santa's" Toy Drive that provides gifts for underprivileged children.

### **WIRK**

WIRK works with many local charitable organizations including the local chapters of The American Heart Association, the Susan G. Komen Foundation, March of Dimes, SOS Children's Village, The "Bravo" Company of the National Guard, the Florida Highway Patrol Auxiliary, St. Jude Children's Research Hospital and JD's Sneakers for Students with the Boys and Girls Clubs of South Florida. Each year for the past 4 years WIRK has spearheaded a drive to acquire new sneakers for the students in the Palm Beach County Schools who need them for back to school. New shoes was the number one thing on the list of items those in need wanted, so the station obliged. Last year it was able to get over 500 pairs of new sneakers for the kids who needed them. WIRK also dedicated two days of broadcasts for the purpose of raising money for the St. Jude Children's Research Hospital. In all the broadcast consisted of 6 hours on Sunday August 24<sup>th</sup> and 12 hours on August 25<sup>th</sup>. The St. Jude's effort has become an annual event for the station in its fund raising efforts for the needy.

### **WJBW**

WJBW-FM has partnered up with "The Boys & Girls of Palm Beach", "Big Brothers & Big Sisters", several local Church organizations, Palm Beach Heart Walk (American Heart Association), Palm Beach Red Cross, and others.

WJBW-FM has held free events for its listeners including free concerts. This gives the station's audience a chance to meet and see their favorite artists perform for free.

WJBW-FM celebrates one of its most popular segments, which highlights Gospel Music hosted by one of the community's key figures. This Sunday Morning program highlights Gospel music from national artists as well as many local groups and choirs.

### **WMBX**

WMBX-FM has teamed up with several local organizations, charities and events that target the station's listeners and aids its community. The station has teamed up with organizations like "The Boys & Girls of Palm Beach", "Big Brothers & Big Sisters", "Friends of Abused Children", and "Sickle Cell Foundations."

### **WPBZ**

WPBZ held two major blood drives this year to aid South Florida's critical blood supply shortage. One event generated over 200 pints of blood while the other came up just short of 200.

The station also held the area's largest and continuous three-day school supply drive where the station was able to generate over eight thousand dollars in books, paper, pens, pencils, backpacks and more. All of the supplies were then turned over to Children's Case Management of Palm Beach County, which distributes them to local underprivileged students.

As part of the station's ongoing public service commitment, WPBZ-FM consistently airs public service programming, public service announcements and broadcasts information regarding charitable events such as The American Heart Association's Heart Walk, The Aid's Walk and Celebrity Bartending for Charities such as The Boys and Gil's Club of Wellington Florida. The station is actively involved in these charities and appears frequently without compensation or consideration.

## **INDEPENDENT AND COMMUNITY-RESPONSIVE PROGRAMMING:**

### **Infinity Stations Make Independent Programming Decisions to Address the Needs of their Communities**

#### ***Atlanta***

#### **WAOK**

In terms of how we select our programming, the WAOK Public Affairs Director invites our talk show guests to fill out a Station Ascertainment form, which documents contact information, how the station can assist with their needs as leaders of the community and what they consider the top concerns for citizens they serve in the greater Atlanta area. The ascertainments are used to determine guests and topics for public affairs programming and public service announcements. The station also uses an open door policy and accepts program suggestions from show hosts and producers in response to local, national and regional news and events that interest the listeners, sponsors and supporters. The station reads emails submitted by listeners and community leaders on an ongoing basis. The radio station also reads local and nationally published newspapers, magazines, and internet news reports to keep abreast of issues that may affect the listener. The station also receives press releases from local government offices, local businesses and educational, private and fraternal sources which are used for programming purposes. The talk show hosts also conduct listener polls on topics of interest in the community and utilizes the services of the street reporters to obtain the man on the street opinion about major issues.

In terms of our public affairs programming, we strive to bring relevant public affairs programming to the Metro Atlanta African American listener. Topics on the shows range from domestic violence, rising health costs, increasing crime, tuition hikes to local and national politics. Guests have included community leaders such as Dr. Joseph Lowery, local city council members, and directors of county government departments.

Daily and weekly programs devoted to local public affairs, local politics, community activities and similar issues are as follows:

**CROSSTALK** Monday through Friday 6:00 am to 10:00 am a locally produced live call in talk show hosted by Jean Ross and Coz Carson. This show features authors, cultural guests and community leaders discussing topical issues of concern to Atlanta's Black community. Issues covered have included the war in Iraq and its direct effect on local families who have lost family members in the war, local relief efforts for Florida and Haitian hurricane victims, the upcoming presidential election, recently held local elections statewide and special elections in Atlanta, DeKalb, Fulton and Clayton counties. Political guests have included Mayor Shirley Franklin, DeKalb County Executive Vernon Jones, Georgia Congressman John Lewis, Congresswoman Elect Cynthia McKinney,

Fulton County Commissioner Emma Darnell and many others members of the Atlanta political community.

**JAY MCLAUGHLIN SHOW** Monday through Friday 10:00 am to Noon a locally produced live call in talk show hosted by Jay McLaughlin. This show features discussions on community issues of concern to Atlanta's Black Community. Issues covered include national and local elections, the operation of the electoral college, rise in real estate purchases, should illegal immigrants receive drivers licenses, revitalization of Auburn Avenue etc. Guests have included Vanessa Kerry daughter of Sen. John Kerry; Dr. Kenya Covington Congressional Black Caucus Foundation; Carl Powell Integral Real Estate Group, Councilman C.T. Martin, James Clingman author of Blackonomics etc.

**SOLUTIONS AND REMEDIES** Monday through Friday Noon to 3:00 pm. Locally produced call in talk show hosted by Financial Consultant Robert Wilson. This show features guests and issues involving business and finance. Guests have included Georgia Secretary of State Cathy Cox on investment fraud.

**POWERTALK** Monday through Friday 3:00 pm to 6:00 pm locally produced call in talk show hosted by Dr. Lorraine Jacques-White. Guests and topics focus on community empowerment, civil rights, education and politics. Guests include Reverend Timothy McDonald of Concerned Black Clergy, Rep. Denise Majette on race for US Senate seat, Rep. Stephanie Tubbs Jones on Republican Ads criticizing John Kerry's war medals from Vietnam, author Bill Press "Bush Must Go", Dr. Edward Cornwell on violence in the Black community, Sen. Bob Graham 9-11 commission report and Ga. Assistant Secretary of State Terrell Slayton and Georgia Secretary of State Cathy Cox on the use of electronic voting machines.

**COURT RADIO** Monday through Friday 6:00 pm to 8:00 pm. Locally produced call in talk show hosted by Attorney Natalee Nabors. Guests are attorneys, judges other court professionals. Topics of discussion include various court cases like Kobe Bryant rape trial, woman wrongly evicted from her apartment in Smyrna, Ga., how the court process works, how to file lawsuits, legal advice on everything from traffic problems to dui charges to enforcing child support.

**SPORTS RAP** Monday through Friday 8:00 pm to 10:00 pm. Locally produced call in talk show focusing on local and national sports issues and personalities hosted by Rose Scott. Guests have included professional boxer Laila Ali.

**PLEASURE ZONE** Monday through Friday 10:00 pm to midnight locally produced call in show hosted by Lacey Grant and Spirit. The show provides a forum for adult open dialogue about safe sex practices, AIDS information and relationships.

WAOK also provides regular public affairs news features as part of the daily news coverage. These reports are 45 to 60 seconds long and are produced by the stations news reporters/anchors. Stories feature local and national newsmakers discussing issues of concern to Atlanta residents. Examples include the importance of the independent vote in

the presidential election an interview with Dr. Lenora Fulani; impact of Hurricane Frances on metro Atlanta interview with Meteorologist Kent McMullen of the National Weather Service; relief efforts for residents flooded out and whose homes were damaged by falling trees in Atlanta Metro Area interview with Capt. Eric Jackson of Dekalb County Fire Department, early voting procedures interview with Fulton County Elections Supervisor April Pie.

WAOK partners with local community organizations and allows the leadership to record their own public service announcements. Each announcement runs at least 4 times per day for an average of 2 weeks. WAOK also runs nationally produced public service announcements but the focus is to support a local issue. Example: WAOK aired a series of locally-produced :60 public service announcements which addressed asthma, childhood illness, poor test scores for students, voter education, domestic violence, affordable housing, discrimination in the workplace, disaster relief and cancer prevention.

WAOK also partners with the Georgia Department of Labor to air a regular public service feature listing job openings available around the Atlanta metro area. This feature is locally produced and during the 3<sup>rd</sup> quarter of this year aired 222 times.

WAOK aired an average of 600 :60 public service announcements each week during the 3<sup>rd</sup> quarter of 2004 alone. Examples include:

Baby's Can't Wait	August 23- Sept. 19
Voter Registration	July 1 – Sept. 30
Atlanta Schools PTA	Aug. 30 – Sept. 12
Primary Election Voting	July 4 – July 16
Back to School Immunization	July 1 – Sept. 12
Single Parent Connection	July 10 – July 24
DNA testing workshop	July 5 – Aug 16
Domestic Violence Awareness	July 1 – Aug 5
New Order Speakers	July 1 – Sept 30
Be Someone Inc	July 1 – July 30
Jamaican Storm Relief	Sept 13 – Sept 30
Educational Tutoring	Sept. 15 – Sept. 24
Breast Cancer Walk a thon	Sept 16 – Sept. 30

Issues such as consumer rip-offs are covered on “Solutions and Remedies” hosted by Robert Wilson. Most recently Georgia Secretary of State Cathy Cox appeared as a guest to discuss investment fraud. The news department also did a story on “phishing” a new way of identity theft using email. Smoking and other health hazards are covered by public service announcements. Examples include: “African Americans and Asthma”, which aired July 1 through Sept 30, and “Morehouse Men’s Health Initiative”, which aired July 1 through September 30. The WAOK Morning Show has also covered programs on the change in the closing time for bars in the Buckhead and Atlanta area. “Crosstalk” recently interviewed a local family relationship therapist about the increase

in domestic violence incidents in the metro area that lead to the deaths of three people, two others wounded and the arrest of another.

### **WVEE**

In terms of how we create and select our programming, WVEE has a research department that conducts weekly surveys to determine whether or not our music programming is on-target with what our listeners want to hear. We survey an average of 100 people a week. WVEE has an open door policy of accepting and receiving emailed suggestions about the stations. The station also uses its website to conduct The People Poll on local issues affecting the Atlanta community. WVEE has conducted The People Poll on local child support laws, the Presidential debate and issues on Atlanta county ballots.

In terms of public affairs and community-responsive programming, every Sunday morning at 6am, WVEE airs a one-hour Sunday morning public affairs show called "Sunday Talk". The show features interviews from community leaders. In addition, WVEE airs a show called Love and Relationships every Sunday night from 10pm until 12 midnight. The show is a live call-in show, which deals with issues pertaining to relationships.

Once a week, the WVEE morning show has the Mayor of Atlanta on the air for a half hour feature called "Ask The Mayor". Listeners call in and ask the Mayor about local community issues.

Station personality Frank Ski also hosts the "Frank Ski Kid's Week" every year for the past five years. The event is a weeklong fun and educational occasion for and benefiting area children.

WVEE has begun airing a show called "Auto-Focus", a two-hour show that airs twice a month. The purpose of "Auto-Focus" is to inform and education consumers on how to buy a car and avoiding the pit-falls normally associated with automobile purchasing.

### **WZGC**

All programming for WZGC is created and scheduled on a local level. We have an email address on our website for local feedback that is regularly read and answered. We have a database of 15,000 plus listeners with whom we interact on a regular basis. We are in the community on a weekly basis talking to listeners about their concerns about programming, suggestions for music, and ideas for bettering the station. We conduct regular research and auditorium music testing to make sure we are fulfilling Atlanta's needs musically.

During the hurricanes over the last few weeks, we were conscious and able to pre-empt what was necessary for weather and traffic information, as well as school closure reports. In the future, our website will have this information covered as well.

## ***Austin***

### **Cluster**

All of the KAMX-FM and KKMJ-FM shows are locally produced by Infinity employees or freelance disk jockeys from the Austin area. On-air talent address matters of concern to their audience, from local events to the daily school lunch menu. The morning shows announce local birthdays and anniversary wishes sent in by their listeners every day.

Following are some of the local events and people who were given air time on Infinity stations:

### **Local Authors**

Dr. Ari Brown, Author of “Baby 411”, has an on-going feature on KKMJ called “How to Keep Our Kids Healthy.”

Several local cookbook authors describing how to use locally grown organic items.

Local Hollywood book authors, Texas History Authors, and Texas Wine experts.

### **Local Arts and Entertainment**

From the Opera, Ballet, Zachary Scott Theater, Paramount Theater, Frank Erwin Center, UT Performing Arts Center, to locally produced rock concerts.

### **Local Dining**

Every Thursday KKMJ features a different local chef from one Austin’s finest restaurants, teaching us how to buy, cook and dine out locally.

### **Local Special Events**

Home & Garden Show

Women’s Adventure Race

Race For The Cure

### **Local Events Created By Infinity Austin**

KAMX Women’s Fair

KAMX JB & Sandy Beach Party

KAMX Mix Fest

## Infinity Austin Baby Extravaganza

KKMJ Pet-A-Palooza.

KKMJ-FM (Majic 95.5) airs "The Majic of Austin Music Show" every Sunday Night. This is a two-hour music program where 90% of the music is from local artists both unsigned and on small, independent local record labels. For example, on a recent program local singer Ashley Culler visited the station to give a live performance.

KOYT-FM, The Coyote 104.3, offers local "self-help" and "self-improvement" programs that are locally produced and have local hosts. At Noon on Saturdays it's "The Plastic Surgery Hour" with nationally recognized plastic surgeon Dr. Robert Ersik. At 2:00pm on Sundays, KOYT-FM presents "Mortgage 101 with John McClellan and David Kidd". Both shows take live local callers and answer their questions.

KJCE-AM, TalkRadio 1370AM, offers numerous local call-in shows each weekend. All local shows take calls from Austin & Central Texas listeners.

### **Saturday**

9a-10am	The Austin Cooking Hour
10am-11am	The Austin Real Estate Show
12pm-1pm	Investing Conservatively
1pm-2pm	The CTX Mortgage Show
2pm-3pm	Kristine Interiors
6pm-10pm	The Flipside Show with Don Crawford (Local political program)

### **Sunday**

6am-7am	Inside Austin PSA program
9am-10am	The Dr. Deep Show
7pm-8pm	Auction Airs

## ***Baltimore***

### **WQSR-FM**

WQSR-FM offers ongoing programming to insure that community issues and concerns are addressed in an informative and timely fashion. The station's morning show, "Rouse & Company" identifies important topics of discussion each day, and deals with them in an informal, discussion format on their show. Often, community leaders and national figures are invited to discuss important items of interest.

Local community leaders are interviewed throughout the year by station management personnel, to determine the issues and concerns that warrant the most in-depth discussion on WQSR-FM's weekly public affairs programming, "Focus," which airs for one hour each Sunday. WQSR-FM has an open door policy when dealing with community issues and supporting community concerns. We accept PSAs electronically, via US Mail, and over the phone.

### **WLIF-FM**

WLIF-FM hosts weekly public affairs programming. These half-hour shows are a discussion with the host and community leader, doctor, government official, etc. Two half-hour segments run each Sunday morning.

Each Friday, the morning show, "Greg and Tamara," has a list of weekend events each hour during the morning. These events are local and in most cases are public service announcements.

WLIF-FM employs a local meteorologist to provide the best possible information to the community.

Community leaders have appeared on the "Greg and Tamara" morning show to talk about events and issues. The very latest was Baltimore County Executive Jim Smith. He promoted Baltimore County's parade for Michael Phelps.

### **WWMX-FM**

As a music-formatted radio station, WWMX-FM makes special preparations to insure that community issues and concerns are addressed in an informative and timely fashion. The station's morning hosts, "Jo Jo & Kenny" identify important topics of discussion each day, and deal with them in an informal, discussion format on their show.

Local community leaders are interviewed throughout the year to determine the issues and concerns that warrant the most in-depth discussion on WWMX-FM's weekly public affairs programming. We also have an open door policy regarding the airing of PSA's on Sunday morning. Included are announcements received via US Mail, email, fax, phone and multimedia formats. If it benefits the community and the listener, we will always look to air it.

### **WXYV-FM**

As a talk-formatted radio station, WXYV-FM deals with issues of community concern each day in a fashion that promotes community free speech, open discussion and interaction.

In addition to the radio station's commitment to dealing with local issues of importance in its talk programming, WXYV-FM produces a weekly public affairs show. This one-hour offering discusses items of community interest and concern, as ascertained yearly through interviews with community leaders. The station also has an open door policy with local leaders, and the community is welcome to make programming suggestions.

### **WJFK-AM**

WJFK-AM's practices and efforts for determining the types of programming that we air are limited due to the nature of our format. WJFK-AM primarily airs ESPN Radio Network programming, which is all sports talk. WJFK-AM does however air sporting events of local professional and college teams including the Baltimore Ravens of the NFL, U.S. Naval Academy football games, University of Maryland Baltimore County basketball games, and Johns Hopkins University lacrosse games. Other locally produced sporting events that are carried include Ballroom Boxing, a semi-monthly boxing event featuring fighters from the greater Maryland area. WJFK-AM also airs 'on the spot' reports from various local sporting events pertinent to the area, including the Baltimore Orioles and other local colleges and high schools.

WJFK-AM has participated in voter registration drives, the most recent being 'ESPN Radio 1300 Registers America' on Tuesday, September 14th from The Inner Harbor, Downtown Baltimore.

WJFK-AM airs sporting events of local professional and college teams including the Baltimore Ravens of the NFL, U.S. Naval Academy football games, University of Maryland Baltimore County basketball games, and Johns Hopkins University lacrosse games. Other locally produced sporting events that are carried include Ballroom Boxing, a semi-monthly boxing event featuring fighters from the greater Maryland area. WJFK-AM also airs 'on the spot' reports from various local sporting events pertinent to the area, including the Baltimore Orioles and other local colleges and high schools.

WJFK-AM will also, on occasion, air live broadcasts from local fairs and other events that correspond to our format such as Ravens Training Camp, the Maryland State Fair, and The Ed Block Courage Awards banquet.

WJFK-AM will cover issues that affect the local community via our Sunday public affairs show and Public Service Announcements.

### **WBGR-AM**

On WBGR-AM, Durwin Dean, a weekend announcer has produced a program called, “Lose Weight With Durwin Dean”. He has listeners call in with their weight loss tips, recipes and encouragement. His intention is to make WBGR-AM listeners become health savvy. During the holiday season, WBGR-AM receives names from the Department of Social Services, churches and listeners who are in need and makes on-air appeals to listeners to adopt these families. WBGR-AM has an in-house host from the United Nations who keeps the African listeners informed of the current events in their homeland and events here in the states. On Sunday, the Star of David program is aired in Russian for the same purpose as the United Nation program.

### **WBMD-AM**

WBMD-AM features foreign language programs as part of its regular weekend schedule. WBMD-AM broadcasts German, Polish, Greek and Lithuanian programs that feature news and music of interest to our local ethnic communities.

## ***Boston***

### **WBCN-FM**

The “Boston Sunday Review” is a two-hour public affairs program that airs every Sunday, 7AM-9AM. This program covers issues that are of concern to people in the Boston area. The host of The Review, Mat Schaffer, schedules guests to discuss issues of local importance each week.

WBCN has 128 scheduled spots per week dedicated to both written and recorded Public Service Announcements. A great majority of these PSAs cover issue-related topics.

### **WBZ**

WBZ Radio’s Sports Anchor Tom Cuddy produces a weekly feature that focuses on two local high school athletes who demonstrate outstanding leadership and athletic qualities.

WBZ Radio’s Business Editor, Anthony Silva, hosts a daily feature that reaches out to Massachusetts small business owners and highlights their accomplishments and successes. In fact, Mr. Silva was named “The Small Business Administration Reporter of

the Year” for 2003.

WBZ Radio’s Julie Seitter hosts this daily feature that is designed to examine the many parenting issues and concerns facing the station’s listeners.

WBZ NewsRadio 1030 is committed to the local business community and provides an ongoing, invaluable and topical series of breakfast forums. The WBZ Business to Business Breakfasts are offered quarterly as a free service and continually draw more than 700 distinguished CEO’s, executives, professionals, small business owners and listeners to each event.

WBZ Radio Host Jordan Rich takes listeners on a radio tour through New England with the family friendly weekend feature “New England Weekend.” Six times per weekend Jordan highlights some of the flavor of New England and informs listeners how they can join in on the fun.

WBZ Radio provides non-profit telephone information, referral and action service dedicated to resolving listener’s consumer problems. WBZ’s Call For Action uses professionally trained volunteers to act as a buffer between the consumer and the company. Call for Action serves as a source of information about community problems, and acts as a referral agency for people with nowhere to turn. Call For Action recovers thousands of dollars in goods and services for New England consumers every year.

### **WODS**

Each Sunday morning, June Knight hosts a critically acclaimed public affairs show called “Encounter” highlighting local citizens who have made a difference in the local community.

WODS is proud to have one of the most heritage airstaffs in the market. Both Dale Dorman (WODS 5:30am-9am) and J.J. Wright (WODS 2pm-6pm) have been at the forefront of Boston radio for 30+ years. They were playing the Greatest Hits of the '60s and '70s in Boston when those songs were #1 on the charts. Dale, J.J., and Paula Street (WODS 9am - 2pm, who has been on the air at WODS since its inception in 1987) don't just play and talk about the music... they do it with a local flair.

WODS airs critically acclaimed show “Lost 45s with Barry Scott,” which features Top 40 music from the 60s, 70s and 80s that no longer receive adequate airplay. “The Lost 45s” has been recognized as a preeminent program by publications and programs such as Billboard, Radio and Records, Rolling Stone, Spin, the New York Daily News, VH-1’s “Behind the Music”, CNN, Good Morning America, and Entertainment Tonight. The Boston Herald calls it the “most successful weekend show in the history of Boston radio...dedicated to one-hit wonders and forgotten gems of the 70s and 80s.”

Whether it's tickets to the Senior PGA Tour or to a Simon and Garfunkel concert at the FleetCenter, WODS listeners know that when a big event comes to Boston, the station

has got their tickets. It's the station's way of giving back to its listeners and maintaining a Boston angle on its on-air product.

Oldies 103.3 does not voice track any shift. We feel that it's important to have live personalities on the air 24 hours a day. All Oldies 103.3 personalities are local and represent the community and reflect our listeners' needs. In the event of an emergency, through the services of Metro Networks, we are able to update our listeners at any time with news and pertinent information.

### **WBMX**

While the opportunity to carry nationally produced or syndicated public affairs programs at no cost is available to the station, WBMX has instead elected to produce, at its own cost, two 30:00 minute weekly shows specifically aimed to address local interests. *Boston Neighborhood Forum* and *New England Lifestyles* are focused squarely on the people and issues shaping the community of which the station is a part.

When the station's parent company asks for help raising public awareness of a national issue, such as the Kaiser Family HIV/AIDS Initiative, WBMX addresses the request from a local perspective. In the case of the HIV/AIDS Initiative, the station designates the Boston-based AIDS Action Committee as the local charity recipient of the initiative.

In addition, WBMX invites members of the community on air to discuss upcoming events of interest to the community. For example, the "John Lander Morning Show" invited Eddy Barbosa, a local recipient of a granted wish from the Make a Wish Foundation to talk about his wish and an upcoming program sponsored by the foundation.

WBMX also runs 10 public service announcements per week during the morning show drive from 6:00-9:00am. The station picks two PSAs sent to the station each week and runs them once a day on a rotating schedule. A few of the many organizations for which the station has carried a message include: American Lung Association, Race for the Cure, Boston Partners in Education, FleetBoston Classic/Nashawtuc Charities, Metrowest Summerfest, Boston Harborfest, Vision Community Services, Spinazzola Foundation, Make a Wish Foundation, About Women By Women, Big Brother House of Dreams, Breast Cancer Awareness Month, Special Olympics, Domestic Violence, Doug Flutie Race for Autism, Substance Abuse Hotline, Dad's Make A Difference, Hanscom Air Show, American Cancer Society, and Charles River Run.

WBMX also conducts on average (but is not limited to) 2-4 tours of the station for the community each month. The groups that come in have included: families of listeners, Cub Scouts, Girl Scouts, college groups, and programs for troubled high school students looking for guidance in future career choices. Many of the tours also include a discussion/question-and-answer panel consisting of employees from every different department. This allows local visitors to get a better grip on what the employees of

WBMX do and how they can also become involved in the local media industry if they so desire.

### **WZLX**

WZLX is proud to offer its weekly public affairs program "Common Ground" (all locally produced) at a "prime time" Sundays 7-9a leading into the extremely popular Blues Show. Common Ground discusses local and national people and publications of interest to the local community.

In response to listener feedback, the station extended the length of the "Sunday Morning Blues Show" from two to three hours.

The station never "voice tracks" its air shifts so there is always someone live, in the station, that's capable of updating the audience on anything urgent.

The station limits nationally syndicated shows in favor of local shows. Most weekend specials and ALL weekday prime time dayparts are local.

The station also does a tremendous amount of "outside" broadcasts where ZLX is out in local communities with the people. Both the morning and the afternoon drive shows do 3 to 4 live broadcasts away from the station's downtown studios each month. The station frequently goes "out" to help the community. For example, morning show broadcasts during the 2003 holiday season will raise money for rebuilding the Vietnam Vets statue in Swampscott, collect blankets for the Homeless Vet's Shelter, and broadcast live in December from a local blood drive as the need for blood becomes critical during the holidays.

In the station's planning meetings, local issues are of huge importance because the station believes that being as local as possible makes the station simply a better and more popular radio station.

## ***Buffalo***

### **WBUF**

All of the station's air talent live in Western New York. Many were born and raised in the area. The station uses no out of market voice tracking.

WBUF has local weather reports once per hour throughout the day. If major local news/weather issues warrant, the station will provide its listeners with up-to-date information.

WBUF, as well as the entire Infinity Buffalo cluster runs public affairs programs weekly on Saturday and Sunday mornings including Buffalo This Week, Issues and Views, and

What's Right About Western New York, all produced locally that respond to the issues and needs facing the Buffalo/Cheektowaga Community.

### **WBLK**

“Issues and Views” is a half hour program that features interviews and discussions with community leaders about events and topics that affect the local community and region

“Buffalo This Week” addresses topics of importance that directly affect the City of Buffalo and the people who live in the city.

“What's Right About Western New York” takes a regional approach with topics that center around the entire Western New York region.

### **WECK**

WECK, as well as the entire Infinity Buffalo cluster runs public affairs programs weekly on Saturday and Sunday mornings including Buffalo This Week, Issues and Views, and What's Right About Western New York, all produced locally that respond to the issues and needs facing the Buffalo/Cheektowaga Community.

WECK also carries a local show called “Carry the Light” with the local Buffalo City Mission. WECK has its own AM News person Bob Hill who does news updates every half-hour during the Morning Show.

WECK uses local MetroTraffic to handle its AM drive traffic reports.

### **WJYE**

All decisions as to music programming on WJYE are made at the local level based on focus groups, all originating in Western New York. WJYE has also conducted “mini-perceptual studies” in Buffalo, recruited by station staff to strive to take the pulse of WJYE potential listeners.

WJYE, as well as the entire Infinity Buffalo cluster, runs public affairs programs weekly on Saturday and Sunday mornings including Buffalo This Week, Issues and Views, and What's Right About Western New York – all produced locally – that respond to the issues and needs facing the Buffalo Community. The stations also airs a program called “Hillside Family Forum,” highlighting issues that are family-related.

WJYE uses MetroNews locally to handle its AM drive newscasts that run every half hour.

### **WYRK**

WYRK runs countless PSAs for local charities, fund-raisers and events.

During the winter the station runs “Operation Snowflake” with up to the minute updates with weather, traffic, school delays and closings.

The station also airs news/traffic reports every fifteen minutes in the morning and local traffic reports every half-hour in afternoon drive. The station focuses on local weather four times per hour in morning drive and once per hour the rest of the day.

All of the stations on-air talent live in Western New York. Many were born and raised in the area. The station uses no out-of-market voice tracking.

## ***Charlotte***

### **WBAV**

WBAV prides itself on being the voice of Charlotte’s African-American community. Every morning the station provides live local, state, and national news coverage in an hour-long program called “Front Page with Beatrice Thompson.” The show includes a live-interview segment with a local community leader or newsmaker and provides up-to-the-minute coverage of news and information of importance to the local community. Each week, WBAV’S “Straight Talk” provides an hour of live talk Sunday mornings from 11:00am until 12:00 Noon. The show has tackled a variety of topics including, but not limited to:

- Health care issues---Diabetes, transplants, sickle cell, HIV/AIDS, smoking.
- Political --- area city council decisions, taxation questions, laws impacting daily life of listeners.
- Education-- desegregation issues, bussing/transportation, achievement goals.
- Civic/economic---uptown development, business involvement in the community.

### **WFNZ**

WFNZ airs “Table Talk,” a locally produced weekly discussion program focusing on issues of concern to Charlotte and the Metrolina area. Table Talk is broadcast on WFNZ 6:00 a.m. to 7:00 a.m. on Sunday mornings.

### **WNKS**

WNKS-FM airs “Table Talk,” a locally produced weekly discussion program focusing on issues of concern to Charlotte and the Metrolina area. Table Talk is broadcast on WNKS-FM 6:00 a.m. to 7:00 a.m. on Sunday mornings.

### **WPEG**

WPEG's programming addresses the needs of the community by dealing with topics such as racial issues, teen pregnancy, health problems, the upcoming November elections and

much more.

The weekly public affairs show “Power in the Community” is hosted by Tequila Duru and airs Saturday mornings at 6am-7am. The show addresses issues of local, state and national importance including racial issues, health care, teen pregnancy, and elections.

The cast of the No Limit Larry Morning show have also recently focused on a variety of health issues of concern to the local community. Some of the health series included Prostate Cancer and Black Men, Aids and African Americans, and What You Don't Know about Breast Cancer.

WPEG-FM has helped over 180 non-profit organizations get their messages out with over 2000 minutes of airtime devoted to Public Service Announcements. Public Service Announcements that aired this year included The Charlotte Urban League, The Charlotte NAACP, The Charlotte Chapter of Black Political Caucus, The Charlotte Housing Authority, Friendship Baptist Church, Charlotte Chapter American Red Cross, Big Brothers & Big Sisters of Charlotte, American Cancer Society, Children's Miracle Network, The Charlotte Housing Authority, The Shelter for Battered Women, A Child's Place, Charlotte Teen Health Connection, The Charlotte Urban League, The South Carolina NAACP, The National Action Network, Myers Park High School, Vance High School, Foundation of the Carolinas, Shelby NAACP, Concord Voter Group, and a host of others.

### **WSOC**

WSOC airs “Table Talk,” a locally produced weekly discussion program focusing on issues of concern to Charlotte and the Metrolina area. Table Talk is broadcast on WSOC 6:00 a.m. to 7:00 a.m. on Sunday mornings.

The station’s local program director and music director select all music on WSOC without corporate control over such choices.

WSOC conducts monthly interviews with community leaders to address and identify local issues.

### **WKQC**

The station’s local Operations Director and Music Director select all music on WKQC without corporate control over such choices.

WKQC conducts monthly interviews with community leaders to address local issues.

WKQC airs “Table Talk,” a locally produced weekly discussion program focusing on issues of concern to Charlotte and the Metrolina area. Table Talk is broadcast on WKQC 6:00 a.m. to 7:00 a.m. on Sunday mornings.

## ***Chicago***

### **WUSN**

Each month WUSN conducts over 2,000 phone interviews to explore the issues of importance to the community. This information is tabulated by order of importance and sent to all seven Infinity's Chicago radio stations, then each public affairs director will find experts and community leaders in these area's to participate in public affairs shows. The community affairs shows will also support a local charity of the month with speakers from that organization.

### **WBBM(AM)**

WBBM is a 24-hour a day all-news station, all locally produced and originated (with the exception of the top of the hour CBS newscasts.) It is Chicago's most-listened-to station. Some specific programming highlights:

- WBBM Sponsored and broadcast debates between the Democratic, then Republican Gubernatorial candidates.
- WBBM Sponsored and broadcast a debate between the Republican and Democratic U.S. nominees.
- WBBM reporter Steve Miller produced and reported a series that lead to a GAO investigation. Indigent veterans were buried, incorrectly, in pauper's graves, rather than in Veteran's cemeteries with appropriate military burial. Some graves were exhumed and the bodies re-buried as a result of Steve's series.
- WBBM actively solicits "newstips" from listeners.
- WBBM, in conjunction with the Chicago Public Schools, originates a monthly primetime program, "Talk to the Schools" which features the Chicago Schools Superintendent taking calls from Chicagoland residents. The program is co-hosted by Chicago Public School Superintendent Arnie Duncan, giving listeners an opportunity to directly address education-related issues.
- WBBM features a full-time Business Editor based at the Chicago Stock Exchange as opposed to a syndicated business news service.
- WBBM features a "suburban bureau" specifically covering issues of importance to the suburban community, staffed 5 days a week.
- WBBM regularly presents long-form, live coverage of election campaign debates.

### **WBBM-FM**

WBBM recently added a new hour-long show to its weekend programming lineup called "Chicago Connection." It is locally produced and highlights different charity events going on in the Chicagoland area, featuring spokespeople from these events or charities. Topics covered include everything from Aids awareness to helping people find jobs. WBBM took one hour of music off the station to allow time for this show to air even though its main competitors are playing music during this time.

Infinity corporate never tells WBBM what group promotion that the station must run. Corporate allows the station to make its own decisions when it comes to contesting. For instance WBBM could have done a multi-million dollar group contest in the most recent fall book, but WBBM-FM chose instead to help raise toys for the Starlight Foundation. The goal 8,000 toys, the outcome was over 15,000 toys for needy children in the Chicago area. It was the station's number one message on the station in November and December with live broadcasts in morning drive to collect toys.

### **WSCR(AM)**

WSCR is Chicago's leading all-sports radio station, providing locally produced and originated sports-talk phone-in programs and sports news updates from 5a-1am daily. WSCR broadcasts nearly 100 programs each year from locations around Chicagoland, an average of two programs each week originating from the listening community.

WSCR does numerous on-location remotes from sporting events of major local interest including full broadcasts from many events. In addition, WSCR is very active in doing promotions from community location, which brings the station into close contact with its listeners and the community and allows for immediate responsiveness.

### ***Cincinnati***

### **WAQZ**

WAQZ's Public Affairs Program, Sunday Morning Magazine, regularly features segment interviews on a variety of topics including youth (The Literacy Network), women (The League of Women Voters, The American Cancer Society), and minorities (The Human Relations Council). WAQZ has produced special programming to cover social issues such as Domestic Violence, Teenage Drug Abuse, Race Relations, Child Abuse, Illiteracy, Consumer Advocacy and Teen Dating Violence. WAQZ has maintained a longstanding relationship with The Coalition for a Drug-Free Cincinnati and has run weekly Public Service Announcements in support of the Coalition's work in the community. WAQZ offers Public Service announcement to support The United Way, The American Cancer Society and the local Leukemia & Lymphoma Society.

### **WGRR**

WGRR's Public Affairs Program, Sunday Morning Magazine, regularly features segment interviews on a variety of topics including youth (The Literacy Network), women (The League of Women Voters, The American Cancer Society), and minorities (The Human Relations Council). WGRR has produced special programming to cover social issues such as Alzheimer's, Elderly Abuse, Race Relations, Health, Illiteracy and Parenting. WGRR has maintained a longstanding relationship with The Coalition for a Drug-Free Cincinnati and has run weekly Public Service Announcements in support of the Coalition's work in the community.

## **WKRQ**

WKRQ Public Affairs Program, The Sunday Q Files, regularly features segment interviews on a variety of topics including youth (The Literacy Network), women (The League of Women Voters, The American Cancer Society), and minorities (The Human Relations Council). WKRQ has produced special programming to cover social issues such as Domestic Violence, Teen Drug Abuse, Race Relations, Illiteracy and Child abuse. WKRQ has maintained a longstanding relationship with The United Way and has run Public Service Announcements annually to support their fundraising efforts.

## **WUBE**

WUBE broadcasts live from community events like Taste of Cincinnati, Tall stacks and many other local events. WUBE also produces a local classic country show weekly. On Sunday mornings WUBE features a one-hour program generally focused on the local community. WUBE's Public Affairs Program, Sunday Morning Magazine, regularly features segment interviews on a variety of topics including youth (The Literacy Network), women (The League of Women Voters, The American Cancer Society), and minorities (The Human Relations Council). WUBE has produced special programming to cover social issues such as Domestic Violence, Teen Drug Abuse, Race Relations, Illiteracy and Child abuse.

## ***Cleveland***

## **WDOK**

WDOK dedicates prime programming and community service to women and youth through promotional awareness campaigns geared toward raising money and participation to defeat Battered Women's Syndrome, Breast Cancer, Child Abuse and Hunger.

WDOK raises approximately \$60,000 a year for Local Women's Outreach Programs (Laura's house at the City Mission, Northeast Ohio Chapter of Race for the Cure, and various others) by hosting Nights Out and Nautica Queen Cruises.

The WDOK Feed-A-Family Campaign is an ongoing charitable fund raising program that is now in its 17th year. Since its creation in 1987, WDOK has raised nearly 1.6 million dollars to help feed Northeast Ohio's hungry families. The funds from this campaign are divided equally between the Salvation Army and the Hunger Network of Greater Cleveland. Using their combined purchasing power, these two organizations are able to purchase food in bulk at dramatically reduced prices and feed thousands of people annually. The 2001-2002 campaign raised almost \$100,000 and provided more than 100,000 meals.

## **WQAL**

WQAL dedicates prime programming and community service to women and youth through promotional awareness campaigns geared toward raising money and participation to defeat Battered Women's Syndrome, Breast Cancer, Child Abuse and Hunger.

Q Cares For Kids has been an on-going umbrella charity promotion that benefits several area children's groups including Rainbow Babies and Children's Hospitals, Ronald McDonald House, MDA, and March of Dimes.

BABIES, BLANKETS AND BIBS is a new soon-to-be-annual event to help benefit less fortunate women. An event intended to help fulfill the above needs.

WQAL's web site is a popular link to the local animal protective league, Susan G. Komen Foundation for breast cancer research, UNICEF, March of Dimes, and UH Hospitals.

### **WNCX**

WNCX and WXTM both participate in the Amber Alert System. This is a statewide system that triggers an alert to all media when a child is reported as abducted.

WNCX airs The Greater Cleveland Forum with a local host. This show features all local interest programming and focuses on local issues and features community leaders.

### **WXTM**

WXTM airs the City Club Forum program. This program is the longest running continuous public affairs radio show in the Cleveland market. It features a wide variety of political, business, and educational leaders.

## ***Columbus***

### **WHOK**

WHOK, WLWQ, and WAZU ran promotional spots for the Farm Aid concert where all proceeds benefited farmers across the country.

WHOK addressed several local issues during the Sunday morning program, "Focus on Central Ohio" including the Ohio Department of Transportation discussing the Lancaster Bypass and when motorists can expect the completion date, Fairfield County's Sheriff on

the program, “Parents who Host the Most Lose the Most,” and the United Way of Central Ohio’s 2004 campaign. Other notable programs that help various groups include the Ohio Department of Drug and Alcohol Addiction Services and the dangers of inhalants, a program by The Volunteer Guardian that helps adults with mental disabilities gain court-appointed guardians, Ohio PTA and how parents can get involved in their children’s school, Ohio Comprehensive Tobacco Use and Prevention Plan’s 5 year program to cut down on state tobacco use, an explanation on how the Amber Alert works in Ohio, The American Red Cross’ “Go Red for Women” which discusses women and heart health, and Forum for Faith and how to bring religion into the workplace.

WHOK aired public service announcements that served the local community. The announcements were aired on a rotation schedule, 6 times a day, 7 days a week. They included: The Fairfield County Division of Recycling and Litter Prevention’s Household Waste Collection in Lancaster; a bluegrass music festival in Fairfield County; a Pickerington Class Reunion in Fairfield County; a homeownership program held in Lancaster; The United Way of Central Ohio’s 2004 campaign; The St. Bernadette Parish Festival in Lancaster; The American Red Cross of Fairfield County’s health and safety courses; The Sweet Corn Festival in Fairfield County; and the Fairfield County Fair in Lancaster.

### **WLVQ**

WLVQ addressed several community issues during its hour-long public affair program “Focus On Central Ohio,” including speaking with the Columbus Division of Fire about Fireworks Safety for the 4<sup>th</sup> of July holiday; a “Street Safe Kids” campaign designed to get troubled youth off the streets and into community service projects; the Columbus Literacy Council and its programs to get adults to read; and having the Ohio PTA’s President-elect talk about their initiative to get parents more involved in their children’s schools and education. Other notable programs that addressed community issues included, Minority Health Month, the Columbus Urban leagues seminar on Crime Victims Rights, discussion of “Stamp Out Hunger Day,” and Columbus Komen Race for the Cure for breast cancer awareness and research.

WLVQ aired Public Service Announcements that served the local community. The following announcements were aired, on average, of twice a day, five days a week. They include the annual fundraiser for the “Make a Wish” Foundation, local food drives, testing for kidney disease, pet adoption, alcohol screening sites for National Alcohol Screening day, the Columbus Housing Development’s seminars on home ownership, Action for Children and their “National Spank-Out Day,” the Epilepsy Foundation’s annual “Mud Volleyball” tournament to raise awareness and money for the foundation, fundraiser for the Open Shelter, a Franklin County homeless shelter.

*Dallas*

### **KJKK**

We have numerous feedback mechanisms in place to ensure that KJKK's programming addresses local needs and interests.

We conduct quarterly ascertainment meeting with community leaders to determine the nature and scope of our public affairs programming. That information also influences the types of community service projects with which the station affiliates.

We conduct monthly listener advisory panel meetings with randomly selected KJKK listeners. We use this listener feedback to direct the station's music, content and promotions.

It is customary for the station to conduct perceptual studies with local radio listeners to check if the station is held in good favor; and if not, to ascertain why. We then take immediate action to respond to those listener needs.

KJKK utilizes extensive research locally, spending over \$100,000 on auditorium music tests, perceptual studies, and focus groups to check the appeal of different music styles and songs with the local audience. KJKK also actively solicits listener opinions at our website, "jackontheweb.com."

KJKK airs a Public Affairs Program, entitled "Better Living", which covers topics such as, money matters, family values, charitable giving, self-reliance issues, crime prevention efforts, public health issues, personal safety and security issues, employment issues, childcare and education issues, and positive role models.

### **KLLI**

In response to the quarterly ascertainment of community problems and needs, KLLI airs two one-hour programs each week that directly address the top 10 community problems and needs. These community problems and needs are identified through meetings with community leaders. The programs are called "Texas Topics" and "Insights" with Lori Dodd.

KLLI airs a Public Affairs Program, entitled "Better Living", which covers topics such as, money matters, family values, charitable giving, self-reliance issues, crime prevention efforts, public health issues, personal safety and security issues, employment issues, childcare and education issues, and positive role models.

### **KLUV**

KLUV radio is live and local 24/7. All of our public affairs programming is produced locally. Even during occasional syndicated programming, KLUV airs local weather forecasts and public service announcements. KLUV has no segments that air "voice-tracked."

KLUV music programming is determined with the aid of tens of thousands of dollars of annual local music research. These auditorium tests are also used to ask perceptual questions about KLUV and our local competitors. The most recent example of KLUV pre-empting regular programming was on 9/11/01, when KLUV air personalities discussed the impact on local issues and took phone callers for approximately 90 minutes.

KLUV airs 90 minutes of long-form public affairs programming weekly. The show, entitled "KLUV Community Corner," is an interview show, taped in advance. Each week's show contains three different segments of community interest. The show topics are determined by quarterly local ascertainment meetings. KLUV's show is designed to address those local community needs. The show is NOT about traveling book authors, or puff pieces. It is limited to actual local community issues.

KLUV airs Public Service Announcements every hour. KLUV airs a Community Issues program every Sunday from 6am - 7:30am highlighting awareness of charitable programs, both locally and nationally.

KLUV cross-promoted KRLD's Restaurant Week benefiting the North Texas Food Bank and Lena Pope Home. The program allowed listeners to dine at local restaurants for \$30 per person for a 3-course meal. \$6 from each meal was donated to charity.

### **KOAI**

KOAI ascertains the needs of the community during a quarterly Ascertainment meeting. KOAI airs a 1 hour pre-recorded public affairs program called, "DFW Weekend Magazine" on Sundays, which addresses the needs outlined by the community at each Ascertainment meeting. The following are some examples of issues covered in the 3<sup>rd</sup> Quarter demonstrating the service KOAI provides to the community:

#### **3<sup>rd</sup> QUARTER ASCERTAINMENT:**

##### **ANTI-DISCRIMINATION/EQUAL OPPORTUNITIES FOR IMMIGRANTS**

August 22, 2004

27:00

Arnell Trovada, The Greater Dallas Asian Chamber of Commerce. With an awards banquet coming up honoring Asians who have made major contributions to the community, we talked about the needs of the Asian community and the prejudice that emerged after "911." Asians include people from Pakistan and India as well as oriental countries. Many Pakistanis have been victims of profiling. We also talked about how the layoffs in the technical field has adversely affected the Asian community. Arnell says it's important to develop leadership in the Asian community to better serve them in local and state governments. The challenge here is that the Asian culture is traditionally private and passive.

##### **BUSINESS/FINANCES**

August 15, 2004

17:00

John Riggins, Fort Worth Better Business Bureau. John talked about the role of the BBB in the business and consumer industry. For example the procedure for consumers to file a complaint and how it all gets processed. They also accept complaints about false advertising, and act as a resource for consumers wanting to check out a business.

## **CHARITY**

August 1, 2004

26:00

Brenda and Vern Jackson, Battered Women's Foundation "Domestic Violence." This organization helps victims on "day 31" when they are released from a shelter. They help the women develop career skills, find a temporary home for them for 2 years for their family, offer counseling and mentoring until the women are ready to get back on their feet.

September 5, 2004

19:00

Alex Barbieri, March of Dimes. The March of Dimes is on a 5 year intensive campaign to prevent premature babies. More than 49 thousand babies in Texas are born prematurely each year. Prematurity can cause learning disabilities in school or could be as serious as infant death. The MOD wants to raise money for research, so they are holding fundraisers throughout the country. The 2004 Culinary Bestfest was held in Fort Worth in addition to a Premature Summit in mid September.

## **CRIME**

August 22, 2004

20:00

Helen Holman, Dallas Children's Advocacy Center and Lt. Bill Walsh, Dallas Police Department Youth and Family Support Division. We talked about the Crimes Against Children Conference that was being held this week in Dallas. It was sponsored by the Dallas Children's Advocacy Center. In particular, we discussed cyber crime against children. Lt. Bill Walsh led the largest undercover investigation into child porn trafficking and the exploitation of children in our nation's history. He talked about how parents can protect our kids from cyber porn, such as keeping the computer that the kids use where everyone in the house can see it. He said "spyware" software isn't necessarily a good way to go in terms of developing a trusting relationship with your child. The Advocacy Center helps children who are victims of abuse.

## **EDUCATION**

September 12, 2004

22:45

Jon Dahlander, Executive Producer of DISD TV show, "School Zone Dallas," and Abe Hernandez, Co-Host of the show. This is an Emmy Award winning program produced for DISD by students. They focus on bringing out positive aspects of the Dallas school

district. The show normally airs on our public broadcasting channel, KERA on Sunday mornings, but they had a show airing Monday night on WFAA during prime time. John Eagle car dealership sponsored this program.

August 8, 2004

31:00

Judy Bridges, Texas Association of Gifted and Talented Children. TAGTC is lobbying to continue funding for gifted programs in public schools. Budget cuts are always a threat to the programs. Gifted children are in need of special studies, because they often get bored with regular academic studies. These children need to be continually stimulated in order to exercise they're learning potential. Many of these children will go on to become the movers and the shakers of our society. It is imperative to nurture their education needs.

## **EMERGENCY PREPAREDNESS**

July 25, 2004

13:00

Duane Elliott, American Red Cross, "Family Emergency Preparedness." Duane discussed all the elements of preparing yourself and your family for an emergency. This includes discussing with your family a common relative to call, planning for placement of the elderly, pets, etc. He also discussed an emergency bag families should pack including toiletries, water, radio, canned food, toys for kids in the event that families have to live in a shelter.

## **FAMILY**

July 4, 2004

18:09

Deborah Williams, Founder "Women Empowering Women." This is a new local program designed to help women and children who are victims of domestic violence and abuse. The program helps women after they've been in a shelter for 30 days. It will offer women education in career development, child care, temporary housing for 2 years, counseling for the entire family and more.

## **HEALTH**

July 11, 2004

11:00

Tom Hill and Brenda Ratcliff, American Cancer Society's "Road To Recovery." This program provides transportation for cancer patients receiving treatment. Tom Hill is a volunteer who drives cancer patients to and from chemotherapy treatments. He talked about how rewarding it is for him to be there for these patients, and how they appreciate this service during a time that they feel so sick.

## **DRUGS**

September 19, 2004

12:30

Stephanie Colsten, Substance Abuse and Mental Health Administration (SAMHSA). President Bush announced a \$100 million grant to support substance abuse treatment in the country. \$22.8 million of that is going to Texas. The program is called, "Access to Recovery." It's a 3 year program that gives vouchers to clients, so they can choose there substance abuse providers. Providers can include faith and secular based organizations.

## **POLITICS**

August 29, 2004

13:00

Kate Whaley, Project Vote Smart. This is an internet resource provided for free to voters that gives them background on Presidential and Congressional candidates. It is a non-partisan service, started in 1992 by politicians from Gerald Ford to Jimmy Carter. They offer a toll free hotline, website filled with info such as voting records, congressional voting on various issues, and much more. They also have a brochure that people can use if they don't have the internet.

## **KRLD**

KRLD airs a weekly public affairs program, KRLD's Sunday Morning Staff Meeting from 6:30am-8am. The program addresses the issues raised in the ascertainties of our community leaders.

## **KVIL**

Being a music station requires that we respond to local tastes. To that end, we conduct twice-annual auditorium music tests to check the appeal of different music styles and songs with the local audience. KVIL also tests recently released music with a panel of listeners who have enlisted to be music advisors via our website, KVIL.com.

KVIL ascertains local issues of interest each quarter and airs 2-2 ½ hours of weekly public affairs programming specifically aimed at issues of local interest. The shows include a public affairs show, "Sunday Morning Magazine," which is a live broadcast that focuses on local issues and receives occasional call-in's from listeners. "Money Sense" is a 1 hour paid live program sponsored by a local financial analyst firm Daine Rauscher. Financial Analysts discuss the stock market and answer calls from listeners. Once a month KVIL airs a 30 minute live program paid for by Presbyterian Hospital, which focuses on health issues.

Examples of issues covered in "Sunday Morning Magazine" for 3<sup>rd</sup> quarter includes:

- 1-Dallas Police Chief, David Kunkle, on crime topics.
- 2-Ft. Worth Police Chief, Ralph Mendoza, crime topics
- 3-Dallas County Election's Administrator, Bruce Sherbert-Absentee Voting
- 4-Parkland Perspective/Medical Topics (varied)
- 5-Money Sense-Financial, Retirement/Stock market investing
- 6-Gordon Anderson-UT Dallas-Homeland Security Conference
- 7-Dr. Michael Overton-Local Veterinarian on West Nile Virus-Precautions, symptoms

- 8-Benjamine Dover-Consumer topics/credit
- 9-Dan Henry-Chief Meteorologist/Ch 4-Bad Weather Season
- 10-Maura Davies-SPCA of Texas

**PSA'S:**

KVIL broadcasts 30 second PSA's each evening from 7-12mid relating to events in the community. Here are some examples of them:

**PSA'S-WEEK OF OCTOBER 3<sup>RD</sup>**

OCTOBER IS BREAST CANCER AWARENESS MONTH, SO HERE'S A WAY TO HELP THAT WON'T COST YOU A THING, BUT THE CLICK OF A MOUSE. GO TO KVIL-DOT-COM AND CLICK ON THE LINK THAT SAYS, "THE BREAST CANCER SITE." WHEN YOU GET TO THE SITE, YOU'LL SEE A BUTTON THAT SAYS, "FUND FREE MAMMOGRAMS." CLICK ON IT, AND YOU'VE HELPED PROVIDE FREE MAMMOGRAMS TO THOSE WOMEN WHO OTHERWISE COULDN'T AFFORD IT. EVERYTIME YOU CLICK, YOU'LL HELP SAVE A LIFE. VISIT KVIL-DOT-COM TODAY!

OCTOBER IS PERFECT RUNNING AND WALKING WEATHER IN THE DALLAS/FORT WORTH AREA. SO THIS SATURDAY, GRAB THE KIDS AND YOUR LOVED ONE AND JOIN THE ALLIANCE STAMPEDE 1-K FAMILY WALK/RUN OR THE TIMED 5-K TO BENEFIT THE METROPORT MEALS ON WHEELS IN FORT WORTH. THE RACE BEGINS AT ALLIANCE UNITED METHODIST CHURCH ON PARK VISTA. THE RACES BEGIN AT 8 IN THE MORNING. THERE'LL BE GOODIE BAGS, A FOOD COURT AND ACTIVITIES FOR EVERYONE FOLLOWING THE RACE. FOR DETAILS VISIT KVIL-DOT-COM!

HALLOWEEN IS JUST A FEW WEEKS AWAY! AND IF YOU WANT A GOOD SCARE, AND CONTRIBUTE TO A WORTHY CAUSE, CHECK OUT "DUNGEON OF DOOM" AT THE ARLINGTON MUSEUM OF ART. RATED THE BEST HAUNTED HOUSE IN THE METROPLEX, BRACE YOURSELF FOR THE SCARE OF A LIFETIME WHILE LIVE GHOULS JUMP OUT UNEXPECTEDLY AND CHASE YOU...AMID THE DARKNESS AND SMOKE. EXPECT NIGHTMARES! IT'S NOT FOR THE LITTLE ONES. ALL PROCEEDS BENEFIT THE CHILDREN'S ART PROGRAMS AT THE MUSEUM. VIST KVIL-DOT-COM FOR DETAILS!

COMING UP THIS WEEKEND IS A UNIQUE EVENT THAT'S FUN FOR THE WHOLE FAMILY....IT'S THE FRISCO STORYTELLING FESTIVAL ON FRIDAY AND SATURDAY FROM 8AM TO 10:30 AT NIGHT. AWARD WINNING STORYTELLERS TELL TALES UNDER TENT CANOPIES BY DAY AND UNDER THE STARS AT NIGHT AT THE NEW FRISCO COMMONS PARK ON MCKINNEY ROAD. THERE'S ALSO GOING TO BE PUPPET SHOWS, MUSICIANS, FOLK ARTS AND CRAFTS, AND MORE FUN AND ENTERTAINMENT FOR PEOPLE OF ALL AGES. FOR DETIALS VISIT KVIL-DOT-COM!

## **PSA'S WEEK OF SEPTEMBER 26<sup>TH</sup>**

OCTOBER IS NATIONAL BRAST CANCER AWARENESS MONTH AND ALL YOU NEED IS A COMPUTER AND A MOUSE TO HELP FIGHT THIS DEADLY DISEASE. HERE'S HOW IT WORKS...GO TO [KVIL.COM](http://KVIL.COM) AND CLICK ON THE LINK FOR "THE BREAST CANCER SITE". THERE YOU'LL FIND A PINK BUTTON THAT SAYS "FUND FREE MAMMOGRAMS". EVERY TIME YOU CLICK THE BUTTON, SITE SPONSORS WILL DONATE FUNDS FOR FREE MAMMOGRAMS TO WOMEN WHO WOULD OTHERWISE NOT BE ABLE TO AFFORD THEM...IT'S FREE TO YOU...JUST VISIT [KVIL.COM](http://KVIL.COM), AND CLICK.

OCTOBER 3RD THROUGH THE NINTH, YOU AND YOUR FAMILY CAN WITNESS THE IMAGINATION OF SOME OF THE FINEST ARCHITECTS, DESIGNERS AND ENGINEERS IN TOWN AS THEY CONSTRUCT SCULPTURES MADE OUT OF CANS. IT'S THE "CAN"STRUCTION COMPETITION AND PUBLIC SHOW AT THE NORTH EAST MALL IN HURST. IT BENEFITS THE TARRANT AREA FOOD BANK, WHICH FEEDS HUNDREDS OF HUNGRY PEOPLE ALL OVER NORTH CENTRAL TEXAS. IT'S FREE TO WATCH! FOR DETAILS VISIT YOUR FRIENDS, FUN AND FAMILY WEBSITE...[KVIL.COM](http://KVIL.COM)!

ON SATURDAY, OCTOBER 2<sup>ND</sup>, TAKE THE WHOLE FAMILY TO CITY HALL PLAZA IN DOWNTOWN DALLAS FOR THE "5-K AIDS ARMS LIFE-WALK AND RUN". IT'S YOUR CHANCE TO HELP RAISE MONEY FOR THE AIDS/HIV PROGRAMS AND SERVICES THROUGHOUT NORTH TEXAS. REGISTRATION BEGINS AT 7:30, RACE BEGINS AT 8:30, WALKERS GO AT 9:30. BE PART OF THE MORE THAN 6 THOUSAND RUNNERS AND WALKERS WHO HAVE HELPED RAISE OVER FIVE MILLION DOLLARS SINCE 1991. FOR MORE FAMILY FRIENDLY EVENTS VISIT OUR WEBSITE AT [KVIL.COM](http://KVIL.COM)!

HERE'S A WAY TO BEEF UP YOUR HALLOWEEN DECORATIONS AND GIVE TO A GOOD CAUSE AT THE SAME TIME. THE CIRCLE OF FRIENDS IS HOSTING ITS 21<sup>ST</sup> ANNUAL HAND-PAINTED PUMPKIN SALE AT THE VILLAGE OF COLLEYVILLE..LOCATED AT16 VILLAGE LANE, SUITE 180. ALL THE MONEY RAISED FROM THE SALE OF THE PUMPKINS BENEFIT THE HEMATOLOGY/ONCOLOGY CLINIC AT COOK CHILDREN'S MEDICAL CENTER IN FORT WORTH AND CAMP SANGUINITY, A CAMP FOR CHILDREN WITH CANCER. FOR DETAILS VISIT YOUR FRIENDS, FUN AND FAMILY WEBSITE, [KVIL.COM](http://KVIL.COM)!

## **PSA'S FOR WEEK OF JUNE 20<sup>TH</sup>**

HERE'S A UNIQUE ACTIVITY FOR THE WHOLE FAMILY FROM [KVIL](http://KVIL.COM)... YOUR FRIENDS, FUN AND FAMILY STATION. IT'S THE LONE STAR DRIVE-IN...OR SHOULD I SAY "WALK-IN" AT ADDISON CIRCLE PARK. FOR THE NEXT 2 SATURDAYS, YOU CAN WATCH MOVIES FOR FREE! NO CARS ARE

ALLOWED, SO BRING YOUR OWN BLANKET AND PICNIC. THIS SATURDAY, CHECK OUT THE WIZARD OF OZ". THEN ON JULY 3<sup>RD</sup> AFTER KABOOM TOWN...THE ACTION-PACKED THRILLER "TOP GUN". FOR MORE FAMILY FUN VISIT KVIL.COM!

KVIL IS YOUR FRIENDS, FUN AND FAMILY STATION...AND PROUD AMERICANS TOO. SO COME CELEBRATE A SERIES OF FAMILY FUN FESTIVALS AND CONCERTS ALL ACROSS NORTH TEXAS. ON JUNE 26<sup>TH</sup> WE'LL BE AT THE CITY OF ROWLETT'S 10<sup>TH</sup> ANNUAL FESTIVAL OF FREEDOM AT PECAN GROVE PARK. THERE'LL BE ARTS AND CRAFTS, A CHILDREN'S AREA, FOOD.. AND KVIL PRESENTS...THE VILLAGE PEOPLE! THE FESTIVAL IS FREE, CONCERT TICKETS ARE 7 DOLLARS FOR ADULTS AND 4 DOLLARS FOR KIDS 11 AND UNDER. FOR INFO VISIT KVIL.COM!

AS YOUR FRIENDS, FUN AND FAMILY STATION...WE HERE AT KVIL WANT TO INTRODUCE THE WHOLE CLAN TO A VARIETY OF UNIQUE ACTIVITIES ...LIKE THE SHAKESPEARE FESTIVAL OF DALLAS AT SAMUELL GRAND PARK. THIS SUMMER IT'S ALL ABOUT COMEDY UNDER THE STARS. "COMEDY OF ERRORS" AND "AS YOU LIKE IT" ARE RUNNING THROUGH JUNE AND JULY. DEPENDING ON THE SHOW, ADMISSION IS FREE OR A NOMINAL DONATION OF 7 DOLLARS,. BRING A BLANKET AND A PICNIC OR BUY YOUR DINNER THERE. FOR MORE DETAILS ON SHOW TIMES VISIT OUR WEBSITE AT KVIL.COM!

HERE'S SOMETHING DIFFERENT FOR THE FAMILY TO DO THIS WEEKEND.. A BENEFIT POLO MATCH AT THE LAS COLINAS POLO CLUB HOSTED BY THE SHARE-A-SMILE FOUNDATION. THEY'RE RAISING MONEY FOR KIDS WITH A DISEASE CALLED "VASCULAR MAL-FORMATION"...WHICH LEAVES THE KIDS SEVERELY DEFORMED. MONEY RAISED WILL GO TO PARENTS WHO DON'T HAVE INSURANCE TO COVER THE COST OF SURGERY. THERE'LL BE A BOUNCE HOUSE, FACE PAINTING, A RAFFLE, FOOD AND BEVERAGES. FOR MORE FRIENDS, FUN AND FAMILY EVENTS VISIT OUR WEBSITE AT KVIL.COM!

KVIL IS YOUR FRIENDS, FUN AND FAMILY STATION, AND THAT INCLUDES FIREFIGHTERS. LET'S HELP THEM OUT WITH THEIR ANNUAL "FILL THE BOOT" CAMPAIGN TO RAISE MONEY FOR THE MUSCULAR DYSTROPHY ASSOCIATION. THROUGHOUT THE MONTH OF JUNE DALLAS FIRE FIGHTERS WILL BE AT NORTHPARK CENTER...FRIDAY THROUGH SUNDAY...COLLECTING MONEY FOR THE M-D-A. LAST YEAR THEY COLLECTED OVER 350 THOUSAND DOLLARS. HELP THOSE FIREFIGHTERS WHO ARE ALWAYS THERE FOR US. FOR DETAILS VISIT OUR WEBSITE AT KVIL.COM!

*Denver*

### **KDJM**

All programming decisions on KDJM are made locally by management and staff of KDJM.

KDJM broadcasts two thirty-minute programs each week addressing the top community issues as identified through meetings with community leaders.

### **KIMN**

All programming decisions on KIMN are made locally by management and staff of KIMN.

KIMN broadcasts two thirty-minute programs each week addressing the top community issues as identified through meetings with community leaders.

KIMN hosts the Warm & Fuzzy Christmas broadcast on which local and unsigned artists perform a Christmas music concert. Artists include local bands, soloists, school choirs and dramatists.

### **KXKL**

KXKL employs a local personality called Da Boogiemani whose stock in trade is playing oldies from the pre-Beatles era. This program is featured every night from 7-Midnight and is unique to Denver in its appeal and presentation.

***Detroit***

### **WOMC**

WOMC produces a weekly 45 minute local public affairs show that addresses the issues and concerns of the Detroit Metro area Sunday's from 6:30am-8am. It allows community organizations and charities airtime to promote, educate and bring awareness to their organizations.

### **WYCD**

WYCD determines issues and problems in the community through our ongoing community leader ascertainment program. We interview local leaders and ask them to list the most serious problems in the community. We keep records of these interviews. At the end of each quarter, we review these ascertainments and make a list of all the problems that were mentioned. We then prioritize this list to the 6 or 7 worst problem areas. We then target those problems with our public affairs program. We carefully review e-mail from listeners. Often e-mail triggers an invitation for a guest to appear on our public affairs show. An example of this would be an organization in Livonia wishing to promote a breast care awareness walk.

WYCD produces — entirely at the local level — a weekly public affairs program called “The Sunday Edition.” It is a sixty minute issue responsive interview show featuring local guests and is divided up into two thirty minute segments and it airs each Sunday morning from 6am-7am. It focuses on local issues as determined by our ongoing community leader ascertainment program.

WYCD also interviews community leaders from time to time on its regular radio programs. An example of this is later this month, we will have John George in studio live to comment on efforts to keep fire bugs at bay on “Angel’s Night” in Detroit. John is president of the Motor City Blight Busters.

WYCD was one of the first stations to offer our full commitment to the Amber Alert program. This program helps to immediately get the word out when a child turns up missing or when a child has been reported abducted or kidnapped. Michigan State Police and other law enforcement departments relay important details to us including the description of the missing child, information about his or her possible abductor and description of the vehicles that may have been involved. Amber Alerts were aired several times between October 1, 2003 and October 1, 2004 on 99.5 WYCD and we make sure they are promptly aired.

## ***Greensboro***

### **WSJS/WSML**

While having the heaviest commitment to local news in the market, WSJS/WSML’s News/Talk format allows the community to have active involvement in the station’s topicality and focus. If there’s a topic they have an opinion on, they get a chance to sound off about it.

Morning man Glenn Scott is a veteran of decades of working in Triad radio and TV. “Glenn Scott and the Waking Crew” provide a live morning show that’s heavy on news and information. Newsman Smith Patterson is a 35+ year veteran of news in the market, with Traffic Reporter J-R Snider having pioneered traffic in the market in the 70s. The show also provides weather, sports and national news, along with a heavy focus on local events and organizations. Special “How-to” segments later in the morning target topics the community continues to show an interest in hearing about, with local experts. Those include “Medical Monday,” looking at different topics with different local doctors; “You and the Law” with long-running host Mike Wells, a local attorney, and “Wisdom Wednesday,” with the father/son team of the Hungerfords, experts in personal finance.

WSJS/WSML Program Director and afternoon talk host Mike Fenley is a veteran North Carolina broadcaster. A former newsman himself, he often tackles tough topics like politics that no other broadcasters in our area take on. The Mike Fenley Show features a host of guests from the local political scene. Congressmen Richard Burr (NC-5<sup>th</sup>) and Howard Coble (NC-6<sup>th</sup>) are regular guests. The guest list also includes area mayors, law enforcement chiefs, county commissioners, and candidates for local and regional elective offices. The program also includes segments about local businesses, and is frequently broadcast on location (Winston-Salem Chamber of Commerce Business Expo, Greensboro Chamber of Commerce Business Showcase, High Point Chamber of Commerce Business Expo, and the Greensboro Merchant's Association Marketing Expo, to name a few.)

Additionally, Mike turns his show over every Wednesday to John Hardy and Gib McEachran, a pair of financial planners who host "Money Matters," a program devoted to answering listeners' calls on personal finance. Mike also works with a group of Junior Achievement Students, who host a monthly show "Tomorrow's Voices on the Radio," which looks at teen issues and fields calls on those issues.

Weekends are dedicated to other community oriented programs. From 6:00 to 8:00 a.m. on Saturdays WSJS/WSML broadcasts "The Yard Sale," where listeners can call in to buy or sell things about their home. Later in the morning there's another locally-produced show called "Computer Talk," where a couple of local experts take community calls and help listeners with their computer issues. At 12N, there is a two hour local program dealing with real estate issues. It is a live program that invites listeners to call in with questions for a variety of local real estate experts.

Sunday morning are dedicated to religious programming from a number of local churches. There are two live church service remotes (First Presbyterian Church, and Centenary Methodist Church), a live Sunday School lesson (Home Moravian Church) and a local "pre-recorded" church program (Wake Forest Baptist Church). In addition, there is the weekly "Senior Citizens Report" hosted by Sue Drummond. Sue's program features local news and information of particular interest to senior citizens in the Triad.

WSJS/WSML local program hosts and producers are in constant contact with community leaders to determine the issues facing the region. There are regular conversations with mayors and members of city councils, chambers of commerce, and other community leaders.

WSJS/WSML have on many occasions preempted network programming to provide extensive coverage of local news events like Presidential Debates in 2000, several visits by the current President and Presidential Candidates in the current cycle. It is the station policy to interrupt network programming at any time there is need to broadcast coverage of a local news event, or to pass on emergency information. WSJS/WSML also suspends network programming for coverage of local elections and has won several news awards for this coverage. In addition to the election returns, listeners are given the opportunity to call in a comment on the election during these programs.

The stations also preempt network programming on Friday nights in the fall to provide extensive coverage of area high school football. There is a one-hour preview program that airs on all three stations (WSJS, WSML, and WMFR) at 6PM and at 7PM the stations split programming to broadcast three different games in the region. This coverage of high school sports has won accolades from local school administrators and athletic officials.

WSJS/WSML offers several hours a week of programming dealing with women's health issues, senior citizens and religious organizations. There are several live church services broadcast each week.

WSJS/WSML & WMFR News has covered a number of civic, cultural and other community responsive events as part of local newscasts, ranging from copy stories to phone interviews, to on scene coverage.

July: Eastern Music Festival, American Idol contestant & N.C. Native Clay Aiken appearing in Greensboro talking about his charitable efforts, opening for controversial movie "Supersize Me" at alternative film series in Winston-Salem, Greensboro launches wireless internet access at City Center Park.

August: Local participation in National Night Out police/community watch night, viewing of Perseids meteor showers at local science centers, last day of play at Greensboro's historic War Memorial Stadium.

September: Habitat for Humanity Labor Day building blitz in Greensboro, Central Carolina Fair opening in Greensboro, Greensboro Community Relations Project, Dixie Classic Fair preparations in Winston-Salem.

WSJS/WSML offers priority to local groups and organizations to promote community projects. Earlier this year, the station ran a series of 100 public service announcements to promote a golf tournament for the Second Harvest Food Bank of Northwest North Carolina that raised close to \$90,000. A similar event for the Winston-Salem Rescue Mission raised \$35,000. The station heavily promotes two American Red Cross blood and bone marrow drives each year. Average blood collection is in the area of 250 units per drive. The station has added close to 1000 names to the National Bone Marrow Registry in the last four years. The stations also offer campaigns to Habitat for Humanity, Brenner Children's Hospital, and the Juvenile Diabetes Association.

WSJS/WSML & WMFR News has covered a number of important issues affecting the local community — health, public safety and other issues — as part of local newscasts, ranging from copy stories to phone interviews, to on scene coverage

July: Fireworks safety, holiday traffic safety, summer fire safety, air quality and impact on health, Guilford Project Safe County – sheriff's playground safety, Click It or Ticket seat belt safety program.

August: Local emergency management on preparations for hurricane-related severe weather, new faster speed limits on I-40 in Guilford County, Booze It and Lose It program in Greensboro, new 511 road problems phone service announced in N.C., a ConAgra chicken recall because of metal contamination.

September: Information and tips about nursing home robberies in Winston-Salem, latest on smokers' lawsuit against cigarette companies (including RJR of Winston-Salem).

October: Preps for possible flu pandemic, WFU student kidnapping and steps taken, flu vaccine shortage and recommendations from State Health Director.

### **WMFR**

WMFR morning man Max Meeks may hold a record — he's been on the air at WMFR since 1947! Max's show brings an informative and helpful mix of local news twice an hour, traffic and weather, with heavy attention paid to local events and organizations.

In January of last year, WMFR put on a locally-produced talk show with veteran broadcaster J-J Jefferay. The afternoon news talk show gives the community a forum to talk about ideas and issues it faces. Wednesday there's a hour-long show produced with the High Point Chamber of Commerce, that looks at business and economic development in the area, among other topics — the show's hosted by former WMFR News Director Larry Craven, who worked at the station for over 30 years. Tuesday there's a hour-long segment called "Health Talk" produced with High Point Regional Hospital, that features guest doctors listeners can talk to about health matters.

## ***Hartford***

### **WRCH**

WRCH obtains recorded messages from local US military service personnel station around the world and broadcasts them to their families in Connecticut and central Massachusetts each hour throughout the month of December.

WRCH broadcasts "Spotlite" a local Public Affairs show with News Director Allison Demers each Sunday Morning. The program addresses local Issues from Hartford, New Britain and the listening area.

WRCH broadcasts Dialogue; a public affairs show produced by the Connecticut Radio Network that addresses state issues each Sunday.

WRCH welcomes (Now Governor) Jodi Rell on the Lite 100.5 Morning show several times a year to discuss and promote programs and issues like, aiding Breast Cancer victims through donating through the Connecticut income tax program.

WRCH conducts meetings with community leaders to determine the important issues within its community and targets its programming accordingly.

WRCH provides Hourly “Don’t Drink & Drive” messages each major holiday( Memorial Day, 4<sup>th</sup> of July, Labor Day weekend.) Messages are from State Police spokespeople and announcers.

### **WTIC(AM)**

WTIC-AM broadcasts a weekly half-hour “Face Connecticut” public affairs show, which is produced locally, and focuses on important issues in the state.

WTIC-AM conducts a weekly public affairs program called The Aging Process addressing issues that specifically affect the community’s elderly population.

WTIC-AM broadcasts a monthly one-hour “Community Connection” program which features representatives from United Way organizations to discuss various volunteer efforts in the community.

In 2002 WTIC-AM replaced a popular nationally syndicated radio program with the two-hour local program “Sound Off Connecticut.”

WTIC-AM Ask the Governor program is a monthly feature consisting of having Connecticut’s Governor M. Jodi Rell in the radio station studio and invite listeners to call in and ask the Governor anything pertaining to the state.

WTIC-AM conducted extensive coverage of ceremonies for Connecticut service personnel as they departed for the Iraqi conflict, welcome-home ceremonies for National Guard and Reserve troops and for submarine crews returning to the Groton naval submarine base.

### **WTIC-FM**

WTIC-FM broadcasts a weekly half-hour “Face Connecticut” public affairs show, which is produced locally, and focuses on important issues in the state.

WTIC-FM broadcasts a weekly half-hour “Now Hear This” public affairs show, which is produced locally, and focuses on important issues in the state.

The station pre-empted the nationally syndicated “Love Line” program to provide continuing news updates to listeners at the start of the Iraqi conflict.

WTIC-FM’s Know and Tell live lines in the studio talk each day highlight community events such as festivals, parades, charity walks, fundraisers and so on taking place in the community.

## **WZMX**

The WZMX morning show conducts a monthly “Check in with the Mayor of Hartford” feature which concentrates on community issues such as violence, education, neighborhood pride and home ownership.

WZMX conducts a weekly program called Community Wednesdays. We go to various locations and broadcast live and provide free food and prizes for the kids in our community.

WZMX attends Friday Night Football games at different high schools in the state and broadcasts live from them. Approximately 10 appearances take place each year. The radio station uses this opportunity to reach out to the area students.

WZMX attends and broadcasts live from area high school basketball games during the season (November-March). The radio station uses this opportunity to reach out to the area students.

WZMX airs “Beat of Connecticut” every Sunday morning from 5:30am to 6:00am. Nancy interviews various public figures. The interviews can vary from health related issues to political issues.

WZMX’s Need to Know live lines in the studio talk each day highlight community events such as festivals, parades, charity walks, fundraisers and so on taking place in the community.

## ***Houston***

### **KILT-AM**

KILT-AM focuses its programming not only on local sports issues, but on the sociologic issues that effect Houston and the surrounding area. Houstonians often engage in comprehensive discussions of race relations, the social-economic impact of sports in Houston and the function of role models in society on KILT-AM.

KILT-AM is very active in supporting and creating awareness of local organizations that work to improve the quality of life in Houston. The Touchdown Club of Houston, which offers scholarships and money for inner city schools, The Rotary Lombardi Awards, whose efforts support The American Cancer Society and David Carr’s Road Map for the Recovery to Breast Cancer are but a few local worthy projects supported by KILT-AM.

KILT-AM is Houston’s number one source for sports, providing locally produced programming. KILT-AM programming decisions are made locally to assure that the radio station serves its community effectively and appropriately. KILT-AM offers the Houston sports fan access to talk with the decision makers in the local sports world, and

provides programming of significant local sporting events. The programs range from major events like Houston Texans football and Houston Rockets basketball, to recognizing the achievements of local area high school athletes.

### **KILT-FM**

In addition to running various public service announcements each week (Monday through Sunday), KILT-FM also airs a Public Affairs Program (This Week In Houston) on Sunday Mornings from 5am-6am, which includes two interviews of local citizens and organizations who are making a positive impact in the Houston Community.

### **KIKK-AM**

Effective July 2004, KIKK-AM changed from a business radio station to a hot talk format. KIKK programming includes issues of the day, financial and investment advice and health concerns. KIKK also features programming that provides a network of resources for business professionals, as well as a show featuring local Houston business news.

Its programming decisions are made locally, and include scheduling guests by phone and in-studio to answer listener questions and address the needs of the Greater Houston community.

### **KHJZ-FM**

KHJZ airs various public service announcements throughout its programming, as well as the “Wave Weekend Calendar,” a 60 second feature that runs several times each weekend highlighting non-profit events. The Wave also airs “This Week in Houston”, two twenty-minute interviews of local citizens and organizations who are making a huge impact in the Houston community each day. “This Week in Houston” airs every Saturday morning 5am-6am.

## ***Kansas City***

### **KBEQ**

KBEQ has set aside one hour each week for its public affairs program called KC Forum. This program consists of two shows, both of which cover topics that affect KBEQ’s listeners and the entire community of Kansas City. Program topics might include awareness of local charity fundraising events, public safety, health care, education, children’s welfare, and the environment as well as women’s rights and minority rights.

KBEQ provides interview opportunities to various community groups and events during the morning show. In 2003, such interviews have included the Salvation Army spokesperson to discuss tornado relief efforts and what listeners could do to help, the

Della Lamb Society spokesperson to discuss the charity golf tournament held to raise back to school supplies for needy children in the greater Kansas City area, the American Royal spokesperson to discuss the various educational programs that are offered throughout the year at the American Royal.

### **KFKF**

In 2003, KFKF replaced syndicated Lia program with a local jock. In addition, NASCAR race coverage has been dropped and replaced with more live/local hours of broadcasting. This was a direct result of researching the core audience.

KFKF has resisted airing “canned” public affairs programming in favor of locally produced, Kansas City-focused programming. KFKF Portfolio and Kansas City Insight are 30-minute programs produced weekly by News Directory Randy Birch.

### **KMXV**

KMXV News Director and Public Affairs Director Amanda Waters hosts a 30-minute show every Sunday at 6:00am which features guests representing local concerns. The program also emphasizes employment opportunities with local companies and organizations.

### **KSRC**

Kimberly Justice, KSRC News and Public Affairs Director, interviews two guests weekly on air regarding community involvement opportunities and issues of local interest.

## ***Las Vegas***

### **KMXB**

In emergency situations the station will break format in order to better serve the community. For example, during the Sept. 11th crisis, KMXB broke format, did not air commercials and sent jocks out to local blood banks and the Red Cross to help supply the community and the nation with needed blood and supplies. If the community has a local crisis, KMXB’s morning show will remain on the air until the crisis has been taken care of or is at least under control. The station has also set up a charity called the Mark and Mercedes fund which is used to assist in local crisis situations.

### **KMZQ**

The station has dropped two syndicated dayparts on the weekends in favor of a live personality in the studio. It has also discontinued voice tracking overnights and went to a live personality to handle the needs of a 24-hour town. In general, KMZQ has always been a local programming entity.

### **KSFN**

KSFN has gone from completely syndicated to four local shows. The station's morning show has also added local news and traffic.

Each Sunday morning at 6am, KSFN airs Action Line, a local public service show that interviews a local charity every week.

### **KXNT**

Like all other stations that are a part of Infinity Radio, all KXNT's programming decisions are made on a local level. KXNT has expanded its local shows in Las Vegas from two to four and that allows the station to cover more local issues in Las Vegas. The station has also brought all of its traffic reporting in house including a field reporter each morning. KXNT is the first station in Las Vegas history to do weekend traffic reports. In the last two years, the station has also expanded its news coverage. The station has a local in-station News Director for the past two years. The station was getting its news coverage from Metro Networks. The station also sends local stringers into the community, which enhances its reports to the community when it comes to covering the Clark County School Board Committee or any other kind of public meeting.

### **KXTE**

KXTE has always been about serving its audience and the local Las Vegas community. ALL DECISIONS made for KXTE take that into consideration. The station's music, promotions, special programming and its Public Service Show, "Blurred Vision," all are a direct reflection of what serves the station's audience and community best. For example, about a year ago the station's listeners became vocal about doing morning and afternoon local traffic reports. The station responded and added them into its programming. Prior to that, traffic had not really been an issue for the station's audience in the valley.

## ***Los Angeles***

### **KFWB**

KFWB created and executed a half-day Saturday seminar on the California energy crisis; much of the seminar was carried live and highlights were rebroadcast in a two-hour special program.

KFWB's special programming provides a voice to the community with monthly call-in programs featuring the Mayor of Los Angeles, Los Angeles Police Chief and Superintendent of Los Angeles Unified Schools. KFWB's investigative reporting has led to changes in how local ports are patrolled and the local water supply is protected. KFWB provides balanced coverage on candidates and issues. In addition to regular news reports, in October 2002, KFWB pre-empted a regular broadcast of Larry King Live to

present an hour-long live call-in program featuring both sides on two secession measures on the November 2002 ballot.

During the war in Iraq, KFWB on several occasions was able to air live interviews with US soldiers on the front lines in Iraq (via cell phone or satellite phone) who were either from the station's listening area, or who were based at military installations in the station's listening area. This kind of one-on-one journalism localized the story in a way that using reports from journalists on-scene simply could not do.

KFWB devoted substantial coverage to the California Gubernatorial recall election (as well as the court challenges surrounding it). Beyond the ongoing news coverage, KFWB has provided all qualified candidates free airtime to deliver their campaign platform message to its audience. KFWB also broke format to provide ongoing live coverage on October 7 (election day) of this historic vote.

During the station's broadcasts of Los Angeles Dodgers baseball, it inserts several "news briefs" between innings for those people who still depend on KFWB for news even as its carrying the play-by-play of the game. Also during the ballgames, the station does traffic updates at the top and bottom of the hour.

### **KRTH**

KRTH disc jockeys are highly motivated professionals who live in various parts of Southern California and are dedicated to bringing the finest local broadcasting to the Southland.

KRTH morning news is live with emphasis on local events and traffic reports three times an hour including reports from Air 101 flying in the skies over the Southland. KRTH presents an hour and a half of station-produced, responsive issue programming weekly, in the form of three (3), half-hour Public Affairs Programs. The program titles are: "The K-Earth Review," "It's Happening" and "Close Up." Topics are determined objectively by a formal ascertainment process that engages responses from local community leaders in concert with the subjective judgment of the station's Public Affairs Director, Vivian Porter, who is a Southern California native with over 20 years experience in Los Angeles Radio. KRTH has responded to emergencies with shows on fire, flood, earthquake and terror attacks.

Each of these programs features discussion on a variety of issues and concerns that broadly include but are not limited to: Crime, Education, the Environment, the Economy, Health, Youth/Family, issues affecting the Disabled, the Elderly, and Women/Minorities. The station seeks to educate and inform its listeners on numerous and varied aspects of these issue areas. The station also presents programs that provide access to safe, economic options for resources that offer help and encourage and empower the station's listeners to take charge of their own destiny by making informed choices.

Also, one of the shows the station produces, “It’s Happening”, is by design primarily a platform for local non-profit organization’s and public agencies that tackle various aspects of significant issues, on a daily basis, to discuss their major goals and objectives. In addition to highlighting the missions of these groups, KRTH promotes their fundraising and awareness building events and campaigns; local walk-a-thons, civic pride/beautification projects, parades, fiestas, etc. This platform is extended through the station’s weekly PSAs that feature generic spots related to the core mission/messages of these non-profits and public agencies.

KRTH has addressed concerns about war, homeland security and the welfare of the nation’s troops in these conflicts, as well as concerns about the welfare of local citizens who are caught in the middle of gang warfare at home. The station has also sought out experts to give perspective on and advice about the violence on local school campuses, including, for example the Los Angeles Gay and Lesbian Service Center and Project 13, an LAUSD program that offers help to Gay, Lesbians and Transgender youth who often are under attack on local high school campuses.

In addition, the station has responded with special programming to some critical needs within civic and community programs including, but not limited to, blood shortages, rebuilding the LA County/USC Hospitals’ Pediatric Wing, expanding the USO facility at LAX, and the station routinely highlights special monthly/weekly awareness designations i.e. Heart, Breast/Prostate Cancer, Alzheimer’s, Domestic Violence Month, Anti-Graffiti, Gang/Crime Campaigns, Drug-Free Week and Earth and World AIDS Days, focusing on local resources for getting involved or seeking help.

### **KLSX**

KLSX is a personality and entertainment talk station. For nearly eight years, KLSX has hosted a live call-in public affairs program called “Sunday Edition.” It was awarded “Best Public Affairs Show” in 2000 by the Literacy Network of Greater Los Angeles. The Issues Of Importance addressed through individual ascertainments, station regular schedule programming and call-ins during the Importance-Responsive Programming. These Issues of Importance are:

**Education,** It continues to be a hot topic in this quarter as it was in the last quarter of 2002. Recent numbers show that well over 64% stating that more funding and programs should be made available for the community.

**Health & Welfare,** Much can be said about the citizens of Los Angeles on health and welfare by the numbers of entries that has moved it from fourth to second place in this quarter. Surprising so, a big part of Los Angeles County’s trouble lies in its sheer enormity. The system is a safety net for the largest reservoir of uninsured patients in the nation, 2.5 million people, many more are poor immigrants.

**Quality Of Life,** As a new entry in this quarter the station looks at how it applies to the community, and the station finds especially thousands of renters who are presently

paying in upwards of 60% of their salaries for housing. A solution would be to mandate affordable low-income housing whether it is renting an apartment or obtaining a home.

**Crime & Gangs,** LAPD falls under the same daily crime statistics that many Angelinos find themselves encountering en-route to work, or leisure. Add the daily car chases and car-jacking and murders the Los Angeles Police Department find themselves overwhelmed.

**Transportation,** Mass Transit system in Los Angeles hovers at 1,394,490 average daily ridership for bus and rail lines. The reality is that the community is being strangled under a deluge of traffic and pollution. Los Angeles highway infrastructure is struggling to keep everyday drivers on its course, without additional lanes or highways.

### **KNX**

The last week of every year KNX produces a series of reports that review and explain new and revised laws that take effect in California on January 1 of the new year. It's designed to explain the impact of new directives and help listeners avoid pitfalls that could result from ignorance of changes in existing laws or implementation of new ones.

In election years, KNX routinely provides its audience with an in-depth examination, in series form, of the pros and cons of ballot propositions as explained by people involved in promoting or opposing the initiatives.

KNX offers the community affairs program *On the Scene* where local non-profits are featured every Saturday. KNX Community Services Director David P. Ysais interviews the non-profit representatives at their location focusing on special events and service offered to the local community. There is emphasis on small and medium-size organizations throughout Southern California.

KNX singles out a *Citizen of the Week* from the listening community who has either performed a heroic action or has performed outstanding public service. These stories are then broadcast as an interview with KNX anchor Jack Salvatore. The stories are of people pulling strangers out of burning buildings, or offer a healthy kidney to a stranger in need of a transplant, or giving 35 years to Boy Scouts. The citizens then gather for a luncheon in January where KNX selects a Man and Woman of the Year, and the citizen stories are repeated.

KNX Consumer reporter Jackye Shaun has offered tips to listeners about making their money last longer for more than 30 years. Her feature focuses on businesses and services right here in Los Angeles, which are designed to help consumers.

KNX is among the most aggressive stations with regard to informing potential voters about upcoming local and statewide elections. Included in a history of endorsements, are

efforts at informing listeners about all issues on the ballot. In the most recent recall ballot, KNX aired 50 political features focusing on each candidate running for governor of the state, in addition to a written description of their campaign direction. In the past, KNX has run endorsement specials right before an election, to explain all of its decisions, and to give voters more information.

KNX airs more than 200 PSAs per month serving at least 35 non-profits at any one time.

### **KTWV**

On an on-going basis, KTWV airs selected PSA mentions relating to local community events such as blood drives, fire disaster relief, safety, etc. During KTWV's morning drive program, a "Community Calendar" segment airs highlighting these localized events promoting awareness and offering continued support of fundraising efforts by local charitable organizations. KTWV's website also offers a listing of local charitable organizations that need assistance in terms of donations, volunteers, etc.

In addition, KTWV has responded with special programming during its Public Affairs program, "Visions and Views" to address issues as they affected the community. Immediate attention to these issues as they occurred in the local community offered tremendous support for these causes and their related charitable organizations. Here is a partial listing of those issues and programs of most immediate concern addressed in programming throughout, but not limited to, the years 2001 through September 2004:

- California Wildlife Center, Malibu, CA.
- Children's Hospital, Los Angeles, High Risk Youth Program.
- Computers For Kids Foundation, Los Angeles.
- The Amanda Foundation (animal rescue), Los Angeles.
- Asians For Miracle Marrow Matches, Los Angeles.
- "Las Memorias" Project AIDS Memorial, Dodger Stadium, Los Angeles.
- Cal Fed Bank "Teach-In-Week" and their annual "Giving Tree" program.
- Los Angeles County Fire Department fire safety and prevention.
- "Stone Soup" after school child care for low to moderate income families in Los Angeles.
- Music Heals Foundation, Los Angeles.
- Getty House Foundation, Los Angeles (honoring individuals who make a difference in local schools and the community).
- SPCA LA.
- Orange County Blood Services.

- Wildlife Waystation, Los Angeles.
- American Red Cross Hurricane Relief Fund Los Angeles chapter.
- “Imagination Celebration of Orange County” (art fostering creativity and imagination in children’s lives).
- Breastfeeding Task Force of Greater Los Angeles (legal issue discussion).
- “Walk A Mile In Her Shoes March to Stop Rape” event sponsored by the Valley Trauma Center (elimination of sexual and gender violence).
- L.A.P.D. Identity Theft Division.
- Los Angeles Neighborhood Housing Services.
- California Telephone Access program (telephone access devices and programs for the handicapped).
- International Black Writers and Artists Los Angeles (free writers and artist workshops, UCLA Extension scholarships, and mentorship opportunities).
- Santa Monica Malibu Unified School District (special education programs for disabled children).

### **February, 2003**

#### **BLACK HISTORY MONTH.**

KTWV greatly contributed towards providing awareness of many community events, parades and celebrations focusing on the enrichment of African American culture in the community. Special salutes honoring the special contributions of African American artists were addressed in on-air programming during the course of the month of February. Additionally, numerous interviews focusing on African American issues were conducted on KTWV’s public affairs show “Visions and Views.”

### **July, 2003**

#### **INNER CITY SCHOOLS MUSIC PROGRAMS.**

Along with Viacom partners, MTV and VH1, KTWV contributed towards fundraising efforts for “Blue for Save The Music.” This program launched in February, 2003 by Blue from American Express in partnership with the VH1’s “Save The Music” Foundation. On Wednesday, July 23<sup>rd</sup> proceeds from KTWV’s “Live Jazz on the Strip” concert event at the Key Club of Hollywood and benefited the “Save The Music” Foundation helping fund music programs in inner city schools where budgets have been significantly reduced. Los Angeles Unified School District’s Schools have been affected dramatically with significantly reduced budgets. KTWV on-air programming responded immediately by providing numerous on-air promotional announcements including special appearances by on-air personalities at the event. Smooth Jazz artist, Gerald Albright performed at this event with an auction of a Fender guitar signed by various Smooth Jazz artists

## **February, 2004**

### **BLACK HISTORY MONTH**

The WAVE greatly contributed towards providing awareness of many community events, parades and celebrations focusing on the enrichment of African American culture in our community. Additionally, numerous interviews focusing on African American issues were conducted on the WAVE's public affairs show "Visions and Views."

## **May, June 2004**

### **WATER CONSERVATION/RECYCLING**

In addition to on-air programming, the WAVE's website home page offered visitors a chance to help keep the community healthy and clean by downloading the "Erase The Waste Neighborhood Action Kit" at the California Water Resource's website.

### **KCBS AND KROQ**

KCBS-FM and KROQ-FM eliminated a nationally produced Public Affairs program and replaced it with a program produced at its studio, which includes live interviews with community leaders. Since this programming now airs on both stations the program has been able to attract more community leaders to participate, as they are able to reach a larger audience.

## ***Memphis***

### **SportsRadio WMC**

Our focus is to reflect what's happening in the community from a sports fans perspective. We use the reports from ascertainment meetings as well utilizing e-mail contacts to help build the programming scheme for the station. Our station pre-empts some programming for University of Memphis Football and Basketball broadcasts as well as St Louis Cardinal Baseball.

SportsRadio WMC hosts a weekly Coach's Show for Football and Basketball at the University of Memphis broadcasting live from The Variety Club of Memphis.

SportsRadio WMC runs local PSA's for fundraising events, charitable campaigns and community events. During Memphis in May, we featured weekly announcements and coverage of the month long cultural celebration. We air an average of 250 PSA's per week

During our morning show each Monday, we cover health issues through Susan Carrere, a sports nutritionist.

### **WMC (FM 100)**

FM100 is a Hot/Adult Contemporary music oriented station. We are primarily focused on delivering the best possible product through playing music conducting contests and having the best available talent that are well known and well respected and have consistently been a part of Memphians lives for many years. Weekly research through call out and online surveys determine the kinds of music we play. We talk directly to our core demographics and ask them very specific questions about the songs we play or are considering playing. We also look at the national sales picture and overall airplay from similar formatted stations both within the company and across the country. In the event of a local tragedy — *i.e.*, major storm or terrorist attack — we would move to a more news oriented tactical delivery that would possibly involve utilizing our relationships in the market with the television station that we work with.

FM 100 runs live liners promoting fundraising events, charitable campaigns and community events. As a sponsor, we also include recorded promos when our station will be on site.

We have a program set up for anytime an officer is killed in the line of duty for an immediate fundraising effort. “In the Line of Duty” can start within 12 hours of the tragic event. We have raised over \$1 million for families of fallen officers and firemen. This campaign is a collaborative effort with SportsRadio WMC and WMC TV 5.

### **WMFS (93X)**

All decisions related to programming are generated locally and reflect the habits and opinions of the Memphis audience.

WMFS has an open door policy and always accepts and reviews e-mailed suggestions. After numerous suggestions for a techno/dance segment, WMFS created the “Electric X Show” which airs weekly on Saturday nights.

The University of Memphis Tiger Basketball Team reached the NCAA Tournament in the spring of 2004. WMFS pre-empted regular programming to simulcast WMC-AM’s official pre-game show featuring commentary and live coverage of pre-game activities.

WMFS airs approximately 1,000 public service announcements annually dealing with local issues and community affairs.

93X programming targets area youth with a shift in content between the hours of 7pm and 12am. Content specifically addresses tastes and trends of the 18-24 audience.

“In the Line of Duty” is Infinity Memphis’ initiative to aid the families of fallen police

officers, firefighters and rescue workers. WMFS participates in a 12-hour collection drive that includes station staff collecting street side cash donations on one of the busiest thoroughfares in Memphis and all day live broadcast from donation site.

93X partners with Schnuck's, a local grocery chain, to collect food for the Memphis Food Bank prior to Thanksgiving. The drive includes live broadcasts from select Schnuck's locations.

Beginning the day after Thanksgiving, WMFS conducts a two-week toy drive to benefit MIFA Toy Store that serves families without the means to purchase Christmas toys for their children. The station conducts live broadcasts from area toy retailers leading up to a concert in which admission is \$10 or a toy valued at \$5.00 or more.

93X regularly airs PSAs addressing local issues.

- Jan – Feb: aired 20 PSAs urging listeners to become volunteer reading and math tutors with the Memphis City School System.
- Jan – Mar & Jun – Jul: aired 240 PSAs for Crime Stoppers of Memphis anonymous tipline.
- Feb: aired 88 PSAs urging listeners to donate to St Jude Children's Research Hospital's Quest for a Million Pennies campaign.
- Apr – Jul: aired 200 PSAs urging listeners to donate cash and supplies to the American Red Cross for its family disaster plan initiative.
- May – Jul: aired 47 PSAs urging listeners to join the cause to fight Parkinson's Disease.
- Jun – Jul: aired 45 PSAs informing listeners of Planned Parenthood's low cost exams, birth control, HIV testing and emergency contraception.
- Sep – present: airing PSAs supporting Tennessee Department of Transportation's Booze It and Lose It campaign.

## ***Minneapolis***

### **WCCO**

WCCO Radio is the only radio station in the Metro that creates and executes live and local programming 24 hours a day Monday through Friday, and on weekends from 6:00 AM-10:30 PM covering, on average, 400 news elements and stories per week (the

station's main positioning statement is "Live and Local 8-3-0, WCCO"). Regular programming includes Traffic and Weather Together on the 8's and local news at the top and bottom of the hour. When needed, WCCO partners with WCCO television in airing critical information to the public.

The Governor of Minnesota hosts his own weekly radio show on WCCO Radio to discuss issues of importance to Minnesotans and to take calls from constituents. He chose WCCO radio to be the Flagship station because of the station's reach and reputation as a community radio station.

WCCO airs Public Service Announcements throughout the day. Community members are encouraged to send the station announcements or information on their upcoming event or their charitable cause.

### **WLTE**

Every Sunday, 102.9 WLTE airs a public affairs program from 7am – 8am. This show is hosted by Kevin McLaughlin, news director at WXPT (Mix 104.1), and covers various topics of public interest. Just to name a few from this year — Black History, Youth and Family, Volunteering, Taxes, Women's Issues, Minnesota Tourism, Improving Health and Wellbeing, The Middle East and 9/11, Children and Education, Affordable Housing and much more!

WLTE airs Public Service Announcements throughout the day. Community members are encouraged to send the station announcements or information on their upcoming event or their charitable cause.

### **WXPT**

Every Sunday, WXPT airs a public affairs program from 7am – 8am. This show is hosted by Kevin McLaughlin, news director at WXPT (Mix 104.1), and covers various topics of public interest. Just to name a few from this year — Black History, Youth and Family, Volunteering, Taxes, Women's Issues, Minnesota Tourism, Improving Health and Well Being, The Middle East and 9/11, Children and Education, Affordable Housing and much more!

WXPT airs Public Service Announcements throughout the day. Community members are encouraged to send the station announcements or information on their upcoming event or their charitable cause.

## ***New York***

### **WFAN**

Each Sunday morning WFAN produces a live two hour public affairs program that

addresses the needs of the community: health care, the environment, the schools, gambling, drug related issues and much more. The show is hosted by Bob Salter and often includes calls from the station's listeners to each week's guests. Following the station's Sunday morning public affairs program, Rick Wolff hosts a one-hour program called "The Sports Edge" which addresses youth sports and issues related to parenting and coaching these sports along with the needs and interests of the kids participating in them.

### **WCBS-FM**

WCBS-FM is committed to covering the issues of importance to residents of the New York-New Jersey-Connecticut region. The station airs two to three :30 minute public affairs programs called "**Dialogue 101**" each Sunday morning between the hours of 4:00am and 6:00am. These programs feature newsmakers, community leaders, people and topics of interest. All deal with "ascertained issues." "**With You In Mind**" is a five-part series which airs once per month over a five day period, also featuring ascertained issues. **WCBS-FM's public affairs programs have earned the station numerous awards for excellence in broadcasting from the New York State Broadcasters Association.**

The issues covered by WCBS-FM news and public affairs programming are developed through regular, formal community ascertainment meetings, informal meetings with guests representing various community organizations and agencies, as well as daily news coverage of major issues in the station's primary listening area.

## ***Orlando***

### **WJHM**

WJHM airs public service announcements for events, drives, or information regarding local and charitable organizations. Breakadawn, the station's morning show co-host, also hosts a half hour long public service show entitled "Community Breakdown with Breakadawn" that airs every Sunday morning from 6-6:30am. Breakadawn covers topics, issues, events, organizations, drives, etc. affecting the Orlando community.

After Hurricane Charley we (Infinity Orlando) partnered with Florida's Blood Center, American Red Cross, and 2<sup>nd</sup> Harvest Food Bank to help the blood bank get blood donations. The turnout was so good that many people that wanted to donate blood, had to be turned away because the Blood Bank couldn't handle the volume.

During all 3 hurricanes, we have kept our listeners updated with information including weather updates, phone numbers for relief including FEMA, Food Stamp Relief, Lost

Wages, and employment efforts with Workforce Orlando. We continued by keeping listeners informed about school, road, and government closings.

We conducted a Community Wednesday Broadcast where the topic was The President's Job Fair after Hurricane Frances which left many people without jobs. The turnout was great and employers were impressed by the prospective candidates.

On Wednesday October 6<sup>th</sup> we spoke with a professional about recognizing depression in our loved ones after these 3 big hurricanes have devastated Central Florida. Listeners will be directed on how they can get help and screened free on National Depression screening day on Thursday, October 7<sup>th</sup>.

The 102 JAMZ "Wake up Posse" Morning Show partnered with "Kids Beating Cancer" and "Florida's Blood Center" on Valentines day for "The 100 Days 4 Patrick" Bone Marrow drive. The end result was finding a bone marrow donor for Patrick.

WJHM partnered with Chairman Richard Crotty and the Orange County Commissioners to help promote their new program called "The Club." "The Club" provides affordable and quality recreation for all Orange County Youth. We hosted the huge free kickoff event at Wet N' Wild on August 27<sup>th</sup>. We conducted numerous street hits at numerous locations where people could come out and get free tickets to the kickoff event and information about "The Club."

Our continued commitment with "Crimeline" all year long has named 102 JAMZ the media partner of the year for 2 consecutive years. Crimeline as awarded over \$250,000 in rewards from radio tips alone this year.

### **WOCL**

WOCL has always featured a fully localized air staff, using no out of market talent for any shows including AM drive. When the opportunity to hire a new AM drive show came up in April of 2003, WOCL opted to hire locally based talent, instead of choosing an out of market based syndication option.

WOCL airs only two syndicated shows per week (Loveline and Out of Order) choosing instead to locally produce the majority of its content.

WOCL's Public Affairs program (Orlando Viewpoint) is produced and hosted in house. The station turned down several national programs offered to it, as they would not focus on local groups and events. Every daypart Monday thru Sunday 6:00am to 12:00mid at least one :30 second Public Service Announcement airs as voiced by an O-Rock 105.9 on-air personality. This gives us approximately 30 :30 second Public Service Announcements per week.

The station's AM drive show regularly features segments that benefit the local listener, including segments that allow listeners to ask questions of the Mayor of Orlando, and to get free legal advice from a local attorney. The show is the only local, non-syndicated AM drive show on a rock-music based station in the market.

WOCL's "Listener Takeover" resulted in donations of over \$7,000 to the AIDS Resource Center, a local group that provides assistance to people living with HIV/AIDS.

On September 11, 2003, WOCL broadcast its afternoon drive show from the Orlando Fire Station that houses Engine #4 and featured the firefighters and the work they do. Representatives from the Fire Fighters union also were given airtime to promote the charitable events they are involved in.

Hurricane Relief – The O-Rock 105.9 Mystery Show #6 had to be re-scheduled due to Hurricane Frances on September 5<sup>th</sup>. The re-schedule date of October 10<sup>th</sup> is being promoted on-air as a place to provide listeners the opportunity to make cash donations to the American Red Cross Disaster Relief Fund.

March 27<sup>th</sup>, 2004, O-ROCK 105.9 broadcasted live from a Habitat for Humanity location and supported the effort for local O-ROCK 105.9 listeners to be involved in supporting our community and we built a home for a family.

### **WOMX**

On Friday, September 17<sup>th</sup>, morning host Scott McKenzie stayed on the air from 6a-12m taking donations for songs. We tied in OUC (power company) who matched the first ten grand and ended up raising over \$26,500 for the 2<sup>nd</sup> Harvest Food Bank. Friday, October 1<sup>st</sup>, we raised \$3,500 dollars by selling tickets to have lunch and see an acoustic concert with Sister Hazel at the House of Blues.

MIX105.1 sponsors numerous charitable walks throughout the year. We support them with on-air promos, air talent appearances and web site exposure. Included are March of Dimes Walk America – April 3<sup>rd</sup> (Osceola County) and April 24<sup>th</sup>, 2004 (Orange County); Light the Night for Leukemia and Lymphoma Society – September 17<sup>th</sup> and 18<sup>th</sup>; Making Strides Against Breast Cancer – October 2<sup>nd</sup>, 2004; Dick Bachelor Run for the Children – benefits Arnold Palmer Children's Hospital – October 30<sup>th</sup>, 2005; Jingle Bell Walk to benefit the Arthritis Foundation – December 4<sup>th</sup>, 2004. Not only does the station run promotional schedules, the station's talents dedicate their time to these causes.

We have an ongoing relationship with the Orlando Science Center. We sponsor numerous events of theirs throughout the year including Pet Fair on December 4<sup>th</sup> and 5<sup>th</sup>, 2005. The Science Center is a non-profit organization that offers educational experiences for kids in a fun environment. We do on-air ticket giveaways, station appearances and web site postings.

## ***Philadelphia***

### **WOGL**

WOGL-FM does no “voicetracking.” The station is live, local and able to relate to its listeners immediately for the information they desire. The station airs very limited syndicated programming (4 hours a week), and instead writes, programs and produces its own specialty shows. These shows are extremely popular with the audience, and while it would be cheaper to air syndicated material, the station prefers instead to reflect the unique tastes of its market. At no small expense the station produces its own programming. Some of these shows are: Breakfast With The Beatles, The Elvis Show, Motown Mondays, The Top 20 Countdown, The Friday Night Dance Party, The Rock N Roll Hall of Fame & Street Corner Sundays.

For four solid days, WOGL lends the airwaves to Children’s Hospital to air the Oldies 98.1 Loves Our Kids Radiothon. This year it aired Thursday, September 16 through Sunday, September 19, 2004. Morning Show Hosts Ross Brittain and Valerie Knight chair the radiothon but every single air personality comes out to lend a hand. Whether they do an airshift or come to be on the celebrity phone bank, the entire radio station devotes four days to help raise money for the kids at Children’s Hospital.

THE PHILADELPHIA AGENDA WITH BRAD SEGALL (Sunday 6 AM to 7AM): Produced locally, this special public affairs program features in depth interviews with politicians, community groups, authors, and local organizations regarding issues of local concern; produced and hosted by Brad Segall.

### **KYW**

KYW-AM is the all-news station serving Philadelphia, the seven surrounding counties in Pennsylvania and southern New Jersey. The station has a distinguished record of service to its listeners and the communities they represent.

- The station is the only broadcast outlet – radio or television – in the marketplace with a full-time community affairs reporter. This means that the station's news content regularly includes stories that support the goals and initiatives of non-profit organizations and community groups. These reports give voice to organizations that are serving the needs of different communities throughout the Philadelphia region.
- KYW-AM community calendar, Dateline KYW Newsradio, provides another opportunity for non-profits and community groups to reach listeners with their events and messages. Dateline KYW Newsradio airs several times a day, seven days a week.
- KYW-AM produces and airs public service announcements for local agencies throughout the region. KYW-AM staff works with organizations to produce

effective PSAs that support the organizations' volunteer recruitment, fundraising or awareness building goals.

- KYW-AM's annual "P.C. Thursday" promotion gives listeners an opportunity to phone in and nominate the school of their choice to receive a computer lab with ten computers. More than a dozen computer labs have been given away thus far.
- Four times a year, KYW-AM produces and airs its 8-part Regional Affairs Council series. The series is an in-depth look at an issue of particular importance to the local people and business communities. Each time, the series runs for one week throughout each daypart and repeats on the weekends. A transcript of each report is also made available on the station's website.
- During Philadelphia mayoral election years or when important local races are coming up, the station hosts "Breakfast with the Candidates," a live debate that gives listeners an opportunity to hear the candidates discuss the issues. The debate airs during the peak morning drive and the station forgoes commercial interruption to maximize discussion time.
- "Wednesday's Child" profiles a child looking for an adoptive home. The information about the children is also available on the station's website.
- KYW airs a feature called "Faith in Philadelphia" every Sunday, which examines the activities of communities of faith in the local area.
- In January of 2004, KYW launched a regular feature called "Project Waistline" which addresses the problem of obesity. The report aired 5 times a day, Saturday through Tuesday from January to June 2004 and included advice from local experts on how to make healthier lifestyle choices.
- For the past 36 years, KYW Newsradio has conducted its "Newsstudies" program where high school students from throughout the region learn about the industry from KYW Newsradio reporters and other staff. Each student also researches, writes and records a KYW Newsradio story that then airs on the station.
- KYW Newsradio's medical reporter provides daily stories of regional interest as well as timely live reports that explain the local impact of national and international breaking medical news.
- Positively Philadelphia is regular KYW Newsradio segment that focuses on events and organizations aiding in the positive development of the city and its neighborhoods.

### **WYSP**

WYSP finds that making decisions in the best interest of the community is the only way to run the day-to-day operation of the station!

On a bi-monthly basis 94 WYSP polls listeners in Philadelphia via the phones asking through call-out research their opinions on various current songs. The station tests not only songs that have earned their way onto the playlist along with asking its listeners what new songs should be considered to be added to the playlist. On a bi-monthly basis WYSP reaches out to at least 160-200 different respondents that use the station to hear their rock favorites.

In addition to the monthly call-out, WYSP does “Auditorium Music Testing” twice a year. At each AMT, WYSP tests 700 titles against a panel of 100 Philadelphians that are in the rock life group. The results are then used to build the WYSP library according to what the local market dictates.

In addition to using tools like call-out research and auditorium music testing WYSP takes into account local airplay and local CD sales when adding songs to its current playlist.

Every Sunday morning WYSP does local public affairs programming that covers issues that have been ascertained in tandem with the station’s AMT’s. WYSP asks the local respondents to rate the community issues that are most important to them. The station then focuses all the Public Affairs Programming on covering the concerns of its audience.

Also on Sunday morning WYSP has a show called “94 Forum” that is hosted by a former Philadelphia city councilman Jimmy Tayoun. Jimmy takes calls from local listeners to discuss local issues that are of concern to the community.

WYSP is the flagship station for the hometown team, the Philadelphia Eagles. WYSP is involved in all aspects of covering the Philadelphia Eagles all the way from the NFL draft to training camp to the Super Bowl. WYSP broadcasts all the pre-season, regular season, and post-season games in stereo. WYSP being the home of the Eagles comes with the responsibility and commitment of being involved with supporting Eagles Charities and community events that take the station deep into Philadelphia.

WYSP has a full-time newsperson that focuses exclusively on covering local events that are of interest to the station’s listeners. The station’s daily news is done primarily in morning drive and it covers local news, weather, and local sporting events.

## ***Phoenix***

Each Infinity Phoenix radio station provides the community with local live read Public Service Announcements focusing on community issues and non-profit organizations (read by on-air staff on a daily basis).

Each Infinity Phoenix radio station dedicates a minimum one (1) hour of on-air programming to addressing community related content through a program titled “Sunday Sunrise.” Some examples of content provided through the program during 2004 include:

1. **Minority Issues:** Maurice Brundige, Housing Specialist for the Phoenix Urban League promoted the League's career fair, to assist minorities and others to find jobs. On another show Mr. Brundige gave advice regarding the League's efforts to help minorities and others learn how to be a first time homebuyer. Herb Jackson, Executive Director of the Urban League spoke regarding programs provided by the League, including college prep, Head Start, and computer business education. Phoenix Mayor Phil Gordon spoke regarding his efforts to include minority advisors on his staff.
2. **Health:** Melissa Marshall, Communications Manager for Climb to Conquer Cancer promoted this annual fund-raising event that benefits the central Arizona office of the greater Phoenix chapter of the American Cancer Society. Dana Southworth and Stacy Underwood represented the Donor Network of Arizona. Barbara Mack, Communications Director for the Arizona chapter of March of Dimes, and Dr. Nick Farra talked about women's health during pregnancy. Dr. Dan Graham of Gilbert Crossing Chiropractic discussed various health topics from a holistic and alternative medicine standpoint, and gave updates regarding the latest developments in medicine.
3. **Domestic and Wildlife Animal Welfare:** Julie Seal, founder of R.E.S.C.U.E. talked about their mission in rescuing animals from euthanasia lists, and their fund-raising events. Stephania Williams of the Southwest Wildlife Foundation spoke about their education efforts about and rehabilitation of wildlife. Stephanie Nichols-Young, representing the Animal Defense League of Arizona spoke about Arizona Forest Service's plan to kill mountain lions in the Sabino Canyon area, and alternative measures.
4. **Disabled Issues:** Gail & Scott Heywood of the Eye Dog Foundation spoke about their organization's mission in bringing guide dogs to the blind.
5. **Military Support:** Don Patron, Activities Chairman for the Arizona Military Vehicle Collector's Club spoke about the club's activities and fund raising effort events for military family support.
6. **Transportation:** Susan Tierney, Marketing Coordinator for Valley Metro gave advice on transportation alternatives, trip reduction, and the future of Valley transportation. Phoenix Mayor Phil Gordon spoke about Phoenix area transportation issues.
7. **Literacy:** Gail Mort of the VNESA service organization spoke regarding their fund raising efforts to put books in the hands of the public, and donate money to local charities, via the VNESA annual book sale.
8. **Public Safety:** Phoenix Mayor Phil Gordon talked about Shannon's Law, and the effort to eliminate random gunfire in the Phoenix area.

9. **Children's Issues:** Cathy Traeker and Karen DeCarlo promoted the Phoenix Children's Hospital fund raising Trot For Tots, and the mission of Phoenix Children's Hospital.
10. **Domestic Violence:** Lorrie Bucheck and Surianna Allison of the Jr. League of Arizona promoted the Jr. League's 67<sup>th</sup> annual rummage sale, with proceeds to benefit and address the needs of women and children in domestically violent situations.
11. **Education:** Marvin & Louinda White, local president of the Arizona Chapter of the National Flag Foundation spoke about their successful drive to secure a large American flag for Steele Indian School Park, and their efforts to take their knowledge out to schools to teach children about proper care and respect for the American flag. Sahsh Dhar and Tammy Dimalchurovu, representing Teach For America, spoke about Sahsh's fund raising efforts for Teach For America, an organization that adds teachers to the workforce.
12. **Health:** Dr. Dan Graham of Gilbert Crossing Chiropractic discussed various health topics from a holistic and alternative medicine standpoint, and gave updates regarding the latest developments in medicine.
13. **Disabled Issues:** Gail & Scott Heywood of the Eye Dog Foundation spoke about their organization's mission in bringing guide dogs to the blind.
14. **Children's Issues:** Mark Gaston, Artistic Director for the Grand Canyon Men's Choral, and Stephanie Small, executive director of Free Arts spoke of their coalition to collect art supplies for homeless, neglected, and abused children/ Chloe and Clair (last names withheld), teen peer counselors for Teen Lifeline spoke about their role in counseling teenagers in crisis.
15. **Environmental Issues:** Representatives of the Valley Wide Recycling Partnership educated listeners about recycling opportunities and procedures. Todd Williams from the Flood Control District, and Mike Lofta of the City of Phoenix discussed the "STORM" drain program.
16. **Business Support:** Fred Workman, representing the City of Phoenix Workforce Connection, gave details regarding their mission to provide support for business in the Phoenix area.
17. **AIDS Awareness and Prevention:** Representatives of APAZ, AIDS Project Arizona, discussed fund raising efforts, including AIDS Walk Arizona 2004, and community resources for AIDS awareness, education, and medical help.
18. **Animal Control:** Dee Cotinas of the Animals Benefit Club (ABC) discussed their role in answering the need to provide sanctuary for homeless dogs and cats. Julie Seal, founder of R.E.S.C.U.E., which stands for "Reducing Euthanasia at

Shelters through Commitment and Underlying Education.” spoke about her animal rescue operation.

19. **Crime Prevention:** Officers Gordon Leetz, of the Mesa PD K-9 Unit, and Owen Keith, of the Scottsdale PD K-9 Unit discussed the use of police dogs in crime prevention.
20. **Literacy:** Marilyn Jansen, of Jansen Literary Services spoke about the use of essay writing as a means to reduce stress and improve health.
21. **Hunger:** Billie Sandberg of St. Mary’s Food Bank gave the history of area food bank development, and promoted ways for people to donate to the food bank during the non-holiday season.
22. **Minority Issues:** Maurice Brundidge, Housing Specialist for the Phoenix Urban League gave advice regarding the League’s efforts to help minorities and others learn how to be a first time homebuyer. Monique & Veronica (last names declined to be given) of South Phoenix Healthy Start program described their services to provide services to pregnant minority women.
23. **Education:** Larry Pieratt, Principal of Horizon Community Learning Center charter school spoke about the reasons for the high success of their charter school, and the general state of education in traditional school districts.
24. **Health:** Dr. Dan Graham of Gilbert Crossing Chiropractic discussed various health topics from a holistic and alternative medicine standpoint, and gave updates regarding the latest developments in medicine.
25. **Environmental Issues:** Christina Hoppes, chemist for the City of Tempe talked about water quality issues, and the issue of the taste and safety of common tap water.
26. **Domestic and Wildlife Animal Welfare & Management:** Julie Seal, founder of R.E.S.C.U.E. talked about their mission in rescuing animals from euthanasia lists, and their fund-raising events. Dorothea Boothe and volunteer Tom Taylor of the Arizona Bureau of Land Management discussed details and need for the Wild Horse and Burro Adoption program.
27. **Voter Issues:** Barbara Lubin, Executive Director of the Clean Elections Advocacy Group discussed the initiative-created Arizona clean elections laws, and the Arizona Voter Protection Act.
28. **Public Safety Workers Support:** Brandon Rohner, and Ross Dean of the 100 Club, discussed their organization’s efforts to provide support for public safety workers (firemen, policemen, etc) in time of need.

29. **Children's Issues:** Debbie and Dave Demland, parents of muscular dystrophy patient Clark Demland discussed issues surrounding living with muscular dystrophy, and the MDA Telethon. Alexandra Anderson, founder and operator of [www.AZKids2Teens.org](http://www.AZKids2Teens.org) discussed her efforts to provide safe on-line resources for teenagers.

## ***Pittsburgh***

### **KDKA**

**Yearly Community Ascertainments:** This station staffs and moderates a yearly ascertainment program where various leaders in the Pittsburgh region express their concern on what needs to happen for Western Pennsylvania to succeed.

**Talk Shows:** The station's talk shows consistently interview local leaders about local issues and provide a public forum to better its community. KDKA also deals with national issues and breaks format during wartime, airs important addresses or press conferences and provides all public safety information to its listeners. Pittsburghers almost instinctively turn to the station in time of crisis. KDKA's locally produced talk shows run 21 hours a day Monday-Friday and selected hours on the weekend.

**Hometown Salutes:** KDKA has initiated a series of Hometown Salutes to local communities in the listening area. The station broadcasts the morning show live and involves elected leaders, school officials, tourism directors, distinguished military and local business owners in a four-hour tribute to the small town spirit in Western Pennsylvania. Program includes considerable on air promotion and ends with a concert by a nationally recognized band.

**School Talkback program:** Took the station's mid-day talk show to four different local high schools to provide a forum for students to talk about issues that affect them. The station took calls from listeners who were able to interact with the students.

**NAACP program:** KDKA airs a weekly 10-minute, commercial-free NAACP program hosted by a former Pittsburgh NAACP president to help address the needs of the African-American community.

**Catholic Church talk Program:** Sunday evenings the station runs a limited commercial call-in program hosted by a Pittsburgh Catholic priest that deals with religious issues and other concerns of the church. This program deals with controversial topics and allows listeners to call-in and question or support the views of the priest.

**Ask The County Executive:** Once a month the KDKA airs an interactive hour long program with Allegheny County's most powerful elected official, Dan Onorato. The Chief County Executive takes unfiltered calls from listeners and answers questions, explains policy and makes announcement of new government initiatives.

**Bi-monthly Editorials:** These award winning editorials delivered by Infinity Pittsburgh's Senior Vice-President and Market Manager Michael Young take issue and bring to light the fate of various topics not excluding: Pittsburgh's economic crises, the fate of U.S. Airways, and Pennsylvania's budget woes.

**Patriotic Holiday Programming:** KDKA has used the opportunity of holidays to initiate special programming aimed at recognizing and thanking the efforts of area soldiers. Thanksgiving Day was a "Day Of Giving Thanks" at KDKA, and included guest soldiers from various branches of the service who were in-studio to talk with callers. The day included tributes from area and national personalities, and vignettes that detailed the life and death of service people killed in Iraq. On Memorial Day, KDKA produced vignettes that highlighted the accomplishments and remembrances of area veterans from different wars going back to WWII.

**County Executive Forum:** In a year when the Allegheny County Executive is up for re-election the station aired a forum twice between the respective leaders of Democratic and Republican Party. This program was intended to give the station's community a chance to better understand the issue differences between the two candidates.

### **WZPT**

Each year, station personnel attend Pittsburgh's local "Ascertainment Meetings" coordinated by the Pittsburgh Radio Organization that allows local organizations to discuss their needs and desires to better the community, Station's News Director and/or Public Affairs Director then interview experts in the community to further to address the needs of Pittsburgh. Each month, station air personalities conduct additional interviews discussing a wide array of community related topics.

Infinity News/Public Affairs Directors host the Sunday Magazine, an hour-long public affairs program. It features 3 different guests and subjects for 20 minutes each. Guests are selected for their knowledge of, association with, and/or involvement in timely issues and concerns surrounding the Pittsburgh area.

**Stars In Your Backyard:** Each morning, the Star Morning Show highlight various public service undertakings. The topics vary from day to day. From local fundraisers to local events. With WZPT's Stars In Your Backyard, WZPT able to personalize and promote a wide variety of local events in a friendly fun manner.

### **WRKZ**

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### **WDSY-FM**

Each year, station personnel attend Pittsburgh's local "Ascertainment Meetings" coordinated by the Pittsburgh Radio Organization that allows local organizations to discuss their needs and desires to better the community, Station's News Director and/or Public Affairs Director then interview experts in the community to further to address the needs of Pittsburgh. Each month, station air personalities conduct additional interviews discussing a wide array of community related topics.

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**Soldier Salute:** Weekly, WDSY's morning show announces a soldier for our local area fighting over seas. They contact a family member and talk to them on the air to describe their brave loved one. The morning show sends the soldier a copy of the announcement on the air with a Y108 Patriotic t-shirt.

**Youth Athlete of the Week:** Every Thursday, Stoney, WDSY's afternoon air talent, picks a Youth Athlete of the week. He'll read the listeners submission on the air... then he sends the child and family to Wendy's for dinner on us.

**Pet of the Week:** Every Wednesday morning WDSY invites the Animal Friends to visit. They describe the dog of the week and tell listeners how they can adopt the dog along with other dogs.

## ***Portland***

### **KINK**

For 35 years and counting, KINK is proud of its unique radio format and heritage. It is truly a local and home grown format unlike any other radio stations elsewhere. Station often receives emails from listeners who have moved away from Portland lamenting how much they miss KINK.

All of the programming decisions at KINK are made by local station management. KINK's goal is to provide quality services for Portland listeners in all of its programs,

from song selection to special music features, reporting of news and information to commenting on important issues.

KINK is live and local around the clock.

### **KLTH**

KLTH programming decisions are made locally in Portland by the station's program director. KLTH bases its programming decisions on local listener research that targets people who live here in the Portland area. Listeners are invited to focus groups to discuss their radio listening preferences.

Station programming staff are responsible for all the music and non-music content on KLTH. All DJ voices on KLTH are done by air staff who live in the Portland area. Two station employees with years of Portland radio experience handle the station's news and public affairs information.

The one syndicated show that airs on the station, "Delilah," features a radio host who came from Oregon and now lives in Seattle. The decision to run that show was made locally.

### **KUFO**

KUFO is Portland's leading Rock station. Station's programming decisions are made locally in Portland by the station's program director. KUFO bases its programming decisions by regularly conducting local listener research that targets Rock listeners who live in the Portland area.

Station programming staff are responsible for all the music and non-music content on KUFO. With the exception of the morning show, all station DJ's are radio announcers who live in the Portland area. Station personalities interact with listeners and the local communities on a regular basis.

Two station employees with years of Portland radio experience handle the station's news and public affairs information.

### **KUPL-AM & FM**

KUPL is Portland's leading Country music station. KUPL takes pride in its involvement being local to reflect the music tastes of the greater Portland/Vancouver area. Station uses listener research to ensure its programming is meeting listener expectation. Being local is a hallmark of the station.

All of the KUPL-FM radio shows are done live and local. Frequently, KUPL DJ's make public appearances at local communities to interact with listeners and hold direct dialogues with the general public. This process is a great way for the station to stay tuned

to meeting local needs.

Besides playing Country music, KUPL conducts numerous activities to get involved with listeners. Station also airs lifestyle features that are of interest to its listeners, such as gardening tips and fishing reports.

### **KVMX**

KVMX programs popular music from the 80's. Station's programming decisions are made locally in Portland by the station's program director. KVMX bases its programming decisions on local listener research that targets 25-44 year old listeners who live here in the Portland area.

Station programming staff are responsible for all the music and non-music content on KVMX. All of the station DJ's are radio announcers who live in the Portland area. Frequently, KVMX DJ's make public appearances at local communities to interact with listeners and hold direct dialogues with the general public. This process is a great way for the station to stay tuned to meeting local needs.

### **Cluster**

Infinity Portland does not employ a cluster program director to oversee programming for all six radio stations. We believe it is important for each Infinity station to have its own programming team to make programming decisions independent of other radio stations. By having focus to programming for each of our stations, we can provide better radio services for Portland area listeners.

## ***Riverside***

### **KEZN**

The station's airwaves are open to addressing community issues in three key areas through programming. The first is two 30 minute segment shows that John Ostrom hosts, and airs every Sunday morning called "Focus on the Valley" In them he deals with local concerns through interviews with community leaders regarding education, the environment, youth programs, women issues, the elderly, community theatre and arts, and more. The next is a weekly breakfast show in prime time called "Morning Coffee Friday Live" where Dan McGrath invites guests to inform listeners of associations such as "Paws & Hearts" and "Guide Dogs of the Desert" and events such as the Breast Cancer Benefit at The Gardens on El Paseo and the High Desert Playhouse. The third is whenever and wherever a client or advertiser has a non-profit or charitable event scheduled, KEZN always agrees to help promote it.

## ***Rochester***

### **WCMF**

“Radio Free Wease” is an all-talk morning show with predominantly local guests and topics.

The “WCMF Workforce” promotional campaign celebrates local businesses and workers by putting them on the air hourly. Once per day an “all-request 10-best” is played. This feature allows listeners to request a complete set of 10 songs on the air.

WCMF-FM replaced the syndicated “Rockline 2” program with local programming in January of 2000.

WCMF-FM replaced the syndicated “Chase Pitkin Home Show” program with local programming in May of 2001.

WCMF-FM replaced the syndicated “Opie & Anthony” program with local programming in June of 2002. It should be noted that this decision was made prior to the program’s termination.

### **WPXY**

The “Spezzano-in-the-Morning” program routinely features local on-air guests from organizations that benefit the community.

### **WRRM**

The “Tony & Dee” morning program on WRMM-FM frequently hosts on-air guests from local charities and organizations.

WRMM-FM is in the process of replacing syndicate evening host Alan Almond with a local talent for the “Pillowtalk” program.

### **WZNE**

WZNE-FM replaced the syndicated “Live in the Zone” program with local programming in July of 2003.

WZNE-FM will begin a one-hour local music program November 1, 2004. This hour-long program will broadcast live from a local music nightclub, feature live interviews with bands and offer the opportunity for them to have their latest recordings played on WZNE-FM. Additionally, each week a local band will play after the program at the venue. The first song from the feature band will air live on WZNE-FM.

## ***Sacramento***

### **KXOA**

During the 9/11 tragedy, KXOA made the local programming decision to break away from syndicated talk and stayed on the air with local talk programming that better met the needs of the Sacramento community. This included taking calls, discussing any fears in Sacramento about local safety, and local perspective in a local “town hall” style format.

During the recent California special election, KXOA extended its public service programming, pre-empting music programming for pressing community information. KXOA not only rebroadcast the two major debates in their entirety, but created a “Rock the Vote” online resource of non-partisan local information and links on the KXOA website, promoting it heavily for two months. KXOA also featured live election report updates on Election Day and throughout the evening.

### **KNCI**

The station’s local Programming heads select all music on the station.

KNCI’s news director is President of the Sacramento Valley Broadcaster’s Association.

The station conducts monthly interviews with community leaders to address local issues.

By the station’s own choice, it does not run Infinity group contests. All KNCI major contests and promotions involve local advertisers and are targeted for a local audience.

KNCI produces two 30-minute, locally produced and focused Public Affairs shows that air each week.

KNCI ran several “California Re-Call Election” specials, including the Infinity-produced 60 minute program, which offered all candidates equal time to explain why they would make the best candidate for governor. The station website also offered links and information for confused and first-time voters.

Infinity stations have the freedom to act in the best interest of their communities, even when that means going against corporate decisions. For instance, KNCI has not participated in Infinity group contests, preferring to tailor its large contests and giveaways to what touches the emotions of the local community. KNCI has given away tens of thousands of dollars of gasoline, over the last two years, which is an important necessity to Californians (who face the highest prices in the continental USA).

### **KZZO**

KZZO runs two hours a week of “in-house” public affairs programming featuring local leaders and citizens discussing ascertained community issues and problems. The public affairs shows also highlight various local charities and public interest groups and fundraising events.

### **KYMX**

KYMX replaced the nationally syndicated shows 51%, the Environment Show, the Health Show, and the Commonwealth Club with locally produced public affairs shows that cover specific issues directly affecting Sacramento listeners:

- Sacramento People: Produced biweekly by the KYMX Public Affairs Director, these are two half-hour programs that run from 7:00AM-8:00AM Sunday morning and directly reflect timely issues that face the people of Sacramento.
- The Info Zone: The Info Zone is two 30-minute recorded programs produced in-house by Infinity Sacramento affiliate KZZO and that air between 6:00AM and 7:00AM on Sunday morning.

### **KSFM**

KSFM airs a weekly community-oriented public affairs show that hosts numerous community members addressing community organizations, concerns, information, and issues.

On 9/11 KSFM broke the music format and opened up the airwaves for local discussion while spending the next 10 days raising thousands of dollars out in the streets to send to the 9/11 disaster relief fund. The station has done the same on a local level recently when there was a shooting at a local high school.

### **KHTK**

KHTK airs local programming based on calls from its listeners. The Rise Guys morning talk show discusses issues of importance to the community besides sports. KHTK had the only local reaction program during the immediate aftermath of the 9/11 tragedies. As the other stations went to news services, the Rise Guys and Grant Napear took local calls so Northern Californians could comment and vent their emotions.

The Rise Guys also became a sounding board for the Sacramento community with the start of the war in Iraq.

The Rise Guys always takes calls on local news as well as sports issues. KHTK is in the forefront concerning discussions about Sacramento’s most heated issue, a new arena for the Sacramento Kings of the NBA.

Seventy percent of KHTK's programs feature local calls to the station from local residents of Sacramento.

KHTK also broadcast several local sports teams including the Sacramento Kings of the NBA and Sacramento Monarchs of the WNBA. The station also broadcasts all UC Davis football games as well as several UC Davis basketball games and selected championship high school football and basketball games.

## ***San Antonio***

### **KTSA**

Our Public Affairs program, San Antonio Solutions, is carried on both the AM and FM station in this market cluster. This one-hour show covers the top ten issues deemed important through our community ascertainment surveys (copy of Q-3 '04 on file with attorneys, and at the station).

KTSA Programming is chosen based upon what is in the best interest of the local community. We regularly meet with community leaders, elected officials, law enforcement, and citizens' groups to determine the focus of our shows. We do pre-empt network and syndicated programming when local needs dictate a higher priority.

NewsTalk550 KTSA is an active participant in The Amber Alert and EAS networks of emergency information dissemination. Additionally, the entire station can be rallied to cover local emergencies from the various residences that lace the city. Recently, when a local charity needed office and storage space due to a lease loss, we were able to secure 50,000 square feet from a property management company — in less than 24-hours, following news we broadcast about the need!

Civic, Cultural and community-responsive stories are regularly covered as such events occur.

Recorded PSA's are given air time to groups wishing to tell their story in this medium. As a NewsTalk station, our focus is not on music, but we have local artists appear on our local talk shows to promote their work and discuss their successes and challenges as informative and inspirational segments for our audience.

## ***San Francisco***

### **KCBS**

KCBS is proud of its extensive local news programming, with a full-time newsroom

providing local news coverage 24 hours a day, seven days a week. The station's goal is that its news coverage reflects the interests and concerns of the community.

KCBS is a fair and balanced independent news operation. Its coverage is not influenced by corporate or advertiser concerns.

In addition to its daily news reports, KCBS seeks to provide in depth coverage of important local issues through regularly scheduled long-form programs and special broadcasts. For example:

- KCBS In Depth, a weekly half hour commercial-free interview program on a major local issue. KCBS In Depth airs Sundays at 8:30 am and pm.
- Commercial free live coverage of the 90 minute San Francisco Mayoral Debate.
- Commercial free live coverage of the 90 minute Recall Gubernatorial Debate.
- Commercial free live coverage of the three Presidential debates and the Vice-Presidential debate in September and October of 2004.
- Commercial free live coverage of a KCBS-sponsored U.S. Senate debate in October, 2004.
- 14 Campaign 2004 special reports on the candidates, issues and propositions before voters in the November 2004 election.

### **KITS**

KITS has only two syndicated programs on the air. All other programs are created and produced at KITS with only San Francisco listeners in mind. Examples of these programs include the "Rewind@Noon," which runs Monday through Friday. This is a flashback show that highlights the music that was popular in San Francisco over the past 18 years. Another example is a weekly show called "Fast Forward." This program runs every Wednesday at 4:00PM. Locally hosted by KITS's on-air personality, Jared, this one-hour program gives the opportunity for local record company representatives, San Francisco publication writers, band managers and regular listeners the opportunity to bring in music they're digging and play it on the air. The three guests and the moderator discuss and rank the selections that are heard.

KITS also provides three weekend programs that garner much listener interest and showcase music and content that is not avidly being promoted:

- "Subsonic" is KITS's weekly electronica program. This Saturday 10:00PM to 4:00AM program features much cutting edge electronic and dance music catered to San Francisco's rich electronic community.

- “Sound Check” is KITS's weekly two-hour new music program that features much new music both local and international in offering. Again, many of the selections come from the unsigned artists or artists on small labels.
- “Saturday Save The Music” is a three hour program that highlights Live105’s rich alternative music heritage coupled with listener interaction and heavy attention to fund raising activities for the Bay Area public school systems. The programs goal is to raise musical awareness and do significant public service announcements for High School car washs, pancake breakfasts and assorted chocolates / cookie slaes, light bulbs wrapping paper drives, etc that raise money for school music departments, athletic departments and special school activities.

Additionally KITS changes Identities every year during Gay Pride week and becomes K-GAY for the weekend. This program features music that caters to the Bay Areas alternative lifestyle with selections from Gloria Gaynor, The Village People, Abba and various popular show tunes. This program is hosted exclusively by Bay Area Alternative lifestyle notables and Gay lifestyle supporters and features numerous reports from the Gay Pride Parade and festivities that attracts roughly a half a million people. Guest hosts in the past have included comedians Margaret Cho and Bruce Felange to name a few.

The complete list of locally created and broadcasted programs include:

- This Week in Live105 history Top 5 (MON-FRI after Howard) - A top five countdown from this date in live105 music history.  
Rewind At Noon - A one-hour flashback style program that features heavy listener interaction.
- The ADD hour Tuesday @ 5PM - A one-hour music program that plays edited versions of today’s hottest live105 tracks. No song is over 90 seconds which equals about 30 songs in an hour.
- Madden’s Big 5 (Tuesday @ 7pm) - A top 5 countdown Madden’s favorite things that include, music, movies, local restaurants, State parks, books, etc.
- Local Lounge (Thursdays @ 8pm) - A local music show with music and interviews with the bands
- Sixx Mixx (Fridays @ 6pm w/ Party Ben) - A music mash-up show produced by our imaging director. This is one of Live105 most popular programs to date and is setting the stage for an eventual music style that will take over radio!
- Saturday Save the Music (Saturday 9AM-Noon) - A flashback show that features heavy listener involvement and multiple public Service

announcement that help school and institutions raise money for school Save the Music programs and other worthwhile charities.

- Subsonic (Saturdays 10pm-4am) - San Francisco's longest running Electronic show that plays a music mix that is not found anywhere else in the country.
- Soundcheck (Sundays 8-10pm) - KITS' weekly new music program that features many locals only artists.
- The No Name Show (Fridays @ 11pm) - KITS' local punk show hosted by the DJ with No Name.
- Up early and The Green Hour - Hosted by Harry O. this combined two hour program features the interviews with the people, topics and issues that directly reflect ascertained problems and subjects that effect San Francisco and the greater Bay Area.

### **KLLC**

All programming decisions as they relate to content, including music, are based on the tastes and needs of the local community. For example the weekly music playlist decisions are based on local surveys, song requests and local record sales.

KLLC conducts weekly telephone music surveys in bay area along with twice yearly auditorium music research studies This costly market research is designed to ascertain the likes and dislikes of the local audience.

Once per year KLLC conducts a major market research study to determine the programming tastes of the local community. This study carefully examines all content issues including music, talk, news, traffic and events.

Morning show talk topics are designed to appeal to the local community and phone calls are broadcast throughout the day from local residents. A full time producer is dedicated exclusively to the morning show to help ensure that local content is broadcast each day. For example San Francisco Mayor Gavin Newsome has been interviewed several times on KLLC addressing local concerns.

KLLC has a program director and music director dedicated exclusively to the programming content on KLLC.

KLLC offers Public Affairs Programming dedicated to serving the needs of the San Francisco Bay Area. KLLC broadcasts public service announcements 10 times each day Monday through Sunday. The announcements are selected using the community issues identified through the ascertainment process.

Each Sunday from 6:00am-7:00am KLLC broadcasts a public affairs program dedicated exclusively to local community issues. The program is recorded and produced by KLLC.

## ***San Jose***

### **KBAA/KBAY**

KBAY/KBAA produces and broadcasts one hour of public affairs every week. The program is hosted and produced locally and deals 100% with local issues. The show is produced by the station's local staff and hosted by the station public affairs director.

KBAY/KBAA participates in monthly ascertainment meetings with a wide assortment of leaders of the South Bay Community. From these meetings comes a list of community issues, and from this list decisions are made on topics and guests for local public affairs programming.

KBAY/KBAA also has an open door policy where station staff evaluates all requests for access to the program, scheduling guests and topics based on degree of community interest.

### **KEZR**

KEZR airs a one hour, locally produced public affairs show every week. The show consists of interviews with local community leaders conducted by the station's own public affairs director.

The two major ways in which topics and guests for KEZR public affairs programming are selected are community ascertainment, and an open door policy.

Every month, KEZR staff attends a meeting of community leaders covering a wide range of interest areas. From these meetings comes a list of community issues, and programs are then developed and guests scheduled to speak to these issues.

In addition, all requests for access received by the station are considered, and evaluated based on their relevance to community issues.

Preemption of network programming to cover local news and issues is not a factor since KEZR is local and live at all times.

## ***Seattle***

### **KBKS**

Kiss is 99% locally programmed, airing only one 3 hour syndicated program. One special program the station aired came after the events of 9/11. On the first anniversary of 9/11, the station aired a special 1-hour program directed at its core audience, young people. The show was hosted by the station's night time personalities and featured several psychologists who spoke about how youth in the station's area dealt with 9/11 and its aftermath.

### **KMPS**

All of the programming on KMPS-FM is generated locally. Each of the station's on-air personalities focuses on local content and entertainment between songs. They are active in their schools, churches and communities in which they live.

Classic Country 1090 carries the Washington State Cougars Football and Basketball as well as Hydro Racing, which is very popular in the Northwest. 1090 is the official Radio Station of the General Motors Cup at Seafair and the Seafair Torchlight Parade.

KYCW-AM is a fine example of a local, independent programming decision-making. In August of '01, the station switched 1090 AM from Classic Country 1090 to Extreme Talk 1090. The outpouring of letters, phone calls and e-mails from the community (combined with the lack of ratings) made it clear that the community wanted Classic Country back on the air. The station switched back to country in May of '02 in response to the listeners.

For over 25 years the station's News Director, Don Riggs has produced a local public affairs program called "Introspect Northwest." This show airs every Sunday on KMPS-FM and KYCW-AM. Don regularly attends the community ascertainment meetings and documents the needs of the local area.

Stubbs is the station's Public Service Director for KMPS-FM & KYCW-AM. She goes through hundreds of PSA requests per week. Many of these are used for live features on her show Monday through Friday from 10am-3pm. She also creates locally produced recorded PSA's for air on KMPS & KYCW. These are updated each week.

Every Friday, Don Riggs features a list of weekend community events during his newscasts from 5:30am to 9:30am.

### **KYCW**

KYCW-AM serves a niche audience and airs two highly acclaimed local programs "Music with Moskowitz" and "Legends of Country." Music With Moskowitz is a well loved locally produced program of new and vintage comedy songs and Legends of Country plays classic and influential country and western music from the 1940s to the 1970s. Both shows have a small, but fervently loyal, fan base. When Infinity decided to change the format of KYCW-AM in 2001, the station was deluged with e-mails and

phone calls from local fans of the station, urging Infinity to return to the previous format. The will of the local listening public prevailed, and in a very rare occurrence, KYCW-AM returned to serving its niche local audience in 2002.

### **KRQI**

KRQI runs a public affairs show every Sunday from 7am-8am that deals with local concerns. All decisions for this programming reside with the station's local public affairs director Anita Moffit. The station offers its website to local organizations that would like to post their community events. Lisa Adams handles all website requests for posting of events. These two KRQI employees handle the station's community programming on a local level, not by corporate mandate. The station also airs :30 Public Service Announcements that help local and national non-profit organizations deliver their messages.

The four recent emergencies that KRQI-FM programming offered timely help and information to its listeners A) the recent Bremerton Earthquake B) the 911 outage in Snohomish County C) hourly updates when our country went to war with Iraq (with our communities large military population, listeners were always looking for up-to-the-minute information and services for their families in the area and D) KRQI provided (2X) hourly updates on the Mt. St. Helens eruption. The station was able to provide information as well as local news updates in all instances.

The station employs people to take calls from listeners Sunday through Saturday/ 24 hours a day. The station keeps its listeners as up to date as possible when there's an emergency or matter of importance in the community.

KRQI-FM participates in AMBER and EAS alerts as a monitoring station.

KRQI-FM has devoted two (: 30) minute Public Affairs Programming segments every Sunday from 7am to 8am. The nature of these programs reflect community/ local interests including non-profit groups/events, political issues, youth programs, economics, health, cultural diversity, women's issues and personal relations issues. Recent topics include:

Washington Policy Center 6/13/04:

Discussed the new changes/concerns the controversial charter school system for the state.

University of Washington Seismology Lab 5/2/04:

Bill Steele, Director, discussed local earthquakes and the probability for the Puget Sound Region.

Seattle Red Cross 4/11/04:

Director Kadie Cozie discussed water safety issues for the upcoming summer season. Bodies of water surround Seattle and water safety is a big issue for local families to be aware of.

March of Dimes 4/11/2004:

Local PR Director Kristy Ball-Loso discussed the upcoming Walk America and how the organization focuses on defeating birth defects and where the local individual dollars raised will go for research.

45<sup>TH</sup> Street Clinic 6/27/04:

This show focused this local organization that runs a group of clinics for low or no-income patrons to get both emergency and on-going health and dental care.

Rise N Shine 4/18/04:

This agency offers children with AIDS a chance at summer camp and group counseling locally.

Boys and Girls Clubs of King County 4/4/04:

Director Chris Lohman spoke about the latest “Youth of The Year” award and it’s local winner plus he provided information about local club event and rates for membership.

Girls on Track 4/25/04:

Author Molly Barker spoke about her book and program that offers girls a 10 week local program for gaining self esteem through the use of physical education.

City of Dharma 5/9/04:

Author Jean spoke about his new book about dealing with life in the chaos of a big city including, walking down a dark alley, scaring ourselves through the media and turning down the noise of big city life.

The KRQI-FM website contains information about upcoming community events/fundraisers etc., in its on-line event calendar and updates the information daily as new events are added.

KRQI-FM has several efforts and practices to address programming issues: We accept and review emailed and mailed suggestions, conduct periodic programming surveys of our email database of 5,500 KRQI listeners, participate in auditorium music/market tests and have a regular on-going commitment to interview listeners about KRQI-FM Programming and Issues and playing those comments as part of regular on-air programming as a “Seattle Speaks” initiative.

## **KZOK**

KZOK is locally controlled and programmed. With few exceptions, all programs aired on the station are locally produced. All programming decisions including music selections, talent content, news, contesting and promotion are made by the program director with input from other local staff. KZOK has canceled syndicated features provided to the station by company-owned Westwood One Inc. in favor of a locally produced version of a similar program. KZOK in 1999 replace the Westwood One show “The Beatle Years”

for a locally produced live version.

The station covers major non-emergency events of local interest including live reporting from concerts, sporting events, and news regarding local military concern. The station covered the return of the USS Lincoln upon its return from the gulf earlier this year. Each week the station produces a one-hour interview show airing Sunday morning, featuring local guests discussing issues of concern to Seattle residents. This show has in the past interviewed the Mayor, Police Chief and other local persons.

## ***St. Louis***

### **KEZK and KYKY**

The stations are equipped to provide emergency information around the clock in the event of a catastrophe. In the wake of 9/11 and the Iraq War, both KEZK and KYKY employed the resources of the Westwood One Radio Network and local news staffs to ensure timely, frequent delivery of capsule information to St. Louis listeners. Both stations have the ability and in-house staff to broadcast live 24 hours a day, 7 days a week, allowing them to give important local weather, traffic, and news information whenever it is necessary.

Being primarily music stations, all of the stations' music decisions are driven by researching the tastes of local St. Louis listeners. The stations' news is entirely locally produced, written and delivered. Over 60 newscasts a week are prepared and presented by the stations' local news staffs. The stations have a strong commitment to weather and traffic information with a four-person weather and traffic team available 24/7. The stations' weekly public affairs programming is generated locally by ascertaining the needs and interests of community leaders. Two hours of public affairs programming is produced each week for airing on KEZK and KYKY. All of the stations' public affairs programming is produced locally.

### **KMOX**

KMOX Radio was the official radio sponsor of the Homeland Security from the Citizens' Perspective Town Hall meeting. The initiative is designed to engage and connect citizens, businesses and government nation-wide to determine how best to anticipate events and deliver faultless protection and response to the American people. The meeting featured US Secretary for Homeland Security, Tom Ridge and St. Louis Mayor Francis Slay. KMOX broadcast the two-hour meeting live, commercial-free.

"Voices of St. Louis" is a weekly feature that highlights the fascinating people that make St. Louis "tick." Each week we profile a influential person, that is unique, world-class,

trend-setting, etc. For example, the owner of the largest black-owned business in the US; the owner of Big Foot, the world's original monster truck; the founder of the fastest-growing business in Missouri; or a day in the life of the Mayor of St. Louis. We provide the inside information behind their success including the driving force behind their dreams, adversities they overcame, and people who helped them along the way. The pieces incorporate natural sound to bring the listener into the life of the subject. The feature is also highlighted on the KMOX website.

## ***Tampa***

### **WRBQ**

WRBQ has risen to the occasion when special programming was needed. After 9-11 WRBQ ran all news and local stories about those affected by the tragedy. Currently the station has kept track of local service men and women who have been called to active duty and each morning between 8 and 8:30 the station stops for a moment of silence for those who have lost their lives in battle and they play the Star Spangled Banner as a show of support for the nation's service men and women. WRBQ has live on-air personalities throughout the day from 5:00 A.M. until 7:00 P.M.

The WRBQ public affairs effort is ongoing with weekly scheduled programs addressing the needs of the Bay area. From the station's Sunday morning shows to weekday features with various community leaders on air to address issues of importance, its listeners are encouraged to call with their views of the issues at hand.

### **WBZZ (FORMERLY WOYK-AM)**

All programming decisions for WBZZ-AM as it relates to show content are made locally with the Tampa Bay listener in mind. WBZZ-AM, Tampa's hot talk radio station, provides national and locally produced talk programs. On the weekends select local programs pertinent to the station's listeners air: Outdoors with Austin & Gunn, The SteelCage (wrestling) and The Fishin' Dudes. WBZZ-AM originates and produces two Tampa Bay Buccaneer player shows.

WBZZ airs two half-hour locally produced and originated public affairs programs each week. The programs address the ascertained community issues and include interviews with community leaders and representatives from charities.

### **WOYK-FM**

All programming decisions for WOYK as it relates to show content and music are made locally with the Tampa Bay listener in mind. WOYK has three syndicated music programs on the air (five hours each week). All other programs are created and produced at the station for its listeners. Examples include the station's live weekly Classic Country show. Solid Gold Sunday Nite features over forty years of great country music. WOYK's

weekly play lists are based on local research and are made 100% by its Music Director and Operations Manager/Program Director. Year after year, WQYK breaks new talent for country music. Recently WQYK was the first station in America to play Randy Travis' "*Three Wooden Crosses*," Blake Shelton's "*The Baby*," Joe Nichols' "*The Impossible*," and Jimmy Wayne's "*Stay Gone*".

For the 13<sup>th</sup> consecutive year, WQYK is the flagship station for the Tampa Bay Buccaneers Radio Network. Each pre-season and regular season game originates and is produced by WQYK. At each home game the station's WQYK pirate ship is docked on the stadium plaza and serves as the station's pre-game broadcast area. Complete with games for fans and swashbucklers applying tattoos, the ship is a must stop for all Bucs fans.

WQYK airs two half-hour locally produced and originated public affairs programs each week. The programs address the ascertained community issues and include interviews with community leaders and representatives from charities.

### **WSJT**

WSJT is live and local throughout almost the entire week. Out of 168 hours of weekly programming, 164 are programmed locally and hosted live by an announcer in the station's studio. WSJT does extensive research to determine the needs, wants and tastes of the local audience. All programming decisions are made locally by managers who live in the station's service area.

WSJT is the media promoter for the Clearwater Jazz Holiday, the area's oldest and most popular jazz festival presented by the City of Clearwater. Station personnel are very involved in not only the promotion of the event, but also help the city obtain local and national artists for the event.

WSJT does a weekly, one hour public affairs program that is produced locally featuring topics of local interest.

### **WLLD**

WLLD relishes in the fact that out of 168 hours of programming, weekly, it only has four of them dedicated to syndicated programs. This allows the station to focus on local culture and interests. The station also made the decision to append each club advertisement with a "*don't be stupid, don't drink and drive*" tag line. This has been standard procedure with the station's nightclub ads for all 5 years of the station's existence. The staff is quite proud of the station's active involvement with the Pinellas, Hillsborough, Sarasota, and school boards. The staff speaks at various schools covering subjects such as; staying in school, career planning, and marketing.

### **WYUU**

All programming decisions for WYUU as it relates to show content and music are made locally with the Tampa Bay listener in mind. WYUU airs two syndicated music programs on the air (five hours each week). All other programs are created and produced at the station for the listeners. The station's Music Director and Operations Manager/Program Director make WYUU's play list decisions. In addition, WYUU is the only FM station in the Tampa Bay market to ever carry the Winston Cup NASCAR races.

WYUU airs two half-hour locally produced and originated public affairs programs each week. The programs address the ascertained community issues and include interviews with community leaders and representatives from charities.

### ***Washington, D.C.***

#### **WARW**

WARW runs 3 weekly segments geared toward addressing community issues. They include the following:

- “Crime Line Crime Prevention” – a 15-minute segment produced by the state of Maryland’s Department of Corrections. The subject matter is timely crime prevention tips
- “Montgomery County Comments” – a 15-minute segment that deals with topics relevant to residents of Montgomery County, one of the largest counties in the station’s listening area.
- “Washington One on One” – a WARW-produced program concerned with charitable causes, community events and issues facing the residents of the DC Metro.

#### **WPGC**

Each Saturday WPGC(AM) runs a community focus program to keep the station’s listeners informed about what services are offered to them in the community. Special guests have included Mayor Anthony Williams, council members, the lieutenant governor and other community activist and political figures.

#### **WPGC-FM**

Each summer WPGC holds “Streetjams” weekly around the DC area. In conjunction with area police departments and local community leaders, the station shuts down a street, erects a stage and brings out its promotional and broadcast vehicles. WPGC then brings local talent to perform, broadcasts live and has community and church leaders present to speak to the neighborhoods about empowerment and peace on the streets.

These are free and open to everyone and been very successful. The station has done these every summer for the past 12 years.

WPGC is one of the few music stations in DC that has a real news department. The station's news director, David Haines, is on call 24 hours a day for breaking stories. He has full authority to go on air and interrupt regular programming with a news bulletin at any time and does this often. Recently hurricane Isabelle threatened the area, and David was on air with weather and storm updates as well as closings and cancellations, day and night. David provided the same kind of round the clock updates last fall when there was the sniper loose in the DC area.

WPGC-FM has a Sunday evening show that has aired for 13 years, called "DC Homejams". It is a 30-minute program where the station features local artists exclusively. This program, hosted by DJ Flexx, has given airtime to many groups who would normally never have a chance to be on a major market radio station. One of the station's biggest discoveries was a local group called "Shai". The group gave the station a demo tape, which it played on the air. The response from listeners was strong so the station gave the song a high rotation and the group was signed to MCA records. The song the station played, "If I Ever Fall In Love Again" went on to be a national hit!

WPGC airs a semi-regular show called, "YO Listen Up". It is a 60-minute show that is aimed at teens covering subjects such as teen pregnancy, violence in the schools and AIDS & teens. It is hosted by the station's night show hosts, the Hometeam, and includes guests who take calls from listeners on the various topics it covers.

On Friday nights, the station's night show, the Hometeam has a show called, "Friday Night Mic Fight" where local rap artists come on the show and do a freestyle rap of their music. The weekly winner stays on to take on a challenger the next week. It is another way to expose local talent and give them publicity.

WPGC-FM recently held a contest to find the next "dj/mixer" for the station. The winner received a shift on WPGC. To win, they had to be from the DC/Baltimore area and had to send the station a demo tape of their work. The winner is now handling a weekend shift on the station.

## ***West Palm***

### WEAT

WEAT in a combined effort with sister station, WIRK, produces a weekly public affairs program that airs Sunday mornings from 6-7 a.m. This program is utilized as a weekly opportunity to spotlight local issues and local organizations. WEAT is the host of the annual Susan G. Komen "Race for the Cure", American Heart Assoc. Walk and dozens of other important events designed to help those in need in our community.

## **WIRK**

WIRK airs a weekly hour-long local affairs program called Sunday Morning Magazine, hosted by WIRK's News Director Bill Adams. Bill surveys local organizations and develops great programming based on the needs of the local community. The station also pre-empted local programming two nights in August to carry the live radio broadcast of the Little League World Series U.S. Championship game and the World Championship game. The local community's team, the East Boynton Beach Little League was in both games and the station therefore carried both games. The station also hosted and provided sound for the celebration when they returned home. In Oct. 2004, WIRK hosted 'Freedom Ride' an event that donated monies to "Friends of Abused Children" and the American Red Cross charities.

## **LOCAL NEWS AND EMERGENCY INFORMATION:**

### **Infinity Stations Assure Coverage of Local and National News and Emergency Information**

#### ***Atlanta***

##### **WAOK**

WAOK has a fully staffed news department consisting of a news director, four anchor/reporters and one street reporter/fill in anchor. WAOK airs live local newscasts every 30 minutes Monday through Friday from 6 am until 6 pm except each weekday at 11:30 when we air a national newscast from American Urban Radio Network. There are a total of 120 newscasts per week. Over 50 percent of daily programming is devoted to local news. There are also four talk shows that on any given day will concentrate on local news issues. WAOK has added newscasts throughout the day for breaking events and has preempted regular programming for special news coverage of events. On weekends the daily shows are rebroadcast in a "Best Of" format minus local news and traffic however, CNN Headline news is also broadcast during the overnight hours of midnight to 6 am daily and on the weekend from 6 pm until 7:30 am Friday Night to Saturday Morning and 6 pm until 7 am Saturday night to Sunday morning. WAOK's website lists local headlines and news stories from Atlanta in addition to other station promotional information.

WAOK participates in local EAS tests on a weekly basis. The WAOK news department and the Metro Traffic Department have covered live local fires, bomb threats and other traffic emergencies that may affect the listeners.

##### **WVEE**

WVEE has a six-person news department. In the event of a local crisis, WVEE provides reports to the local community seven times a day in morning drive. The metropolitan Atlanta area had significant damage from the hurricanes that ravaged Florida last month and WVEE was able to assist people with getting around downed trees and power lines. Whenever emergencies occur, V-103 will break programming to air news and traffic reports that impact our audience. WVEE participates as an EAS monitor station.

##### **WZGC**

WZGC provides news twice an hour between 6:00 am and 9:15 am weekdays (total of 35 per week). We provide local traffic information 14 times between 6:00 am and 9:30 am. We provide traffic 3 times an hour between 3:00 pm and 7:00 pm as well. We have a partnership with the local CBS affiliate for back up during times of severe weather. When Hurricanes Ivan and Jean passed through the Atlanta area this year, we were able to provide the weather and traffic information that our listeners needed. We will actively participate in the Amber Alert program, and anything else that is needed to best serve our community.

## ***Austin***

### **Cluster**

All of the Infinity Austin stations provide the community with local, regional, and national news and information in emergency situations. Although KKMJ-FM and KAMX-FM are both music-intensive stations and not news-driven, listeners are consistently appraised of any weather warnings and citywide emergencies that might exist.

Announcers frequently take calls directly from listeners regarding emergency news and weather situations and use that information for rebroadcast on the stations. In fact, any time that flooding, traffic congestion due to accidents, and other severe or dangerous conditions exist, they are immediately brought to the listener's attention.

During the tragedies of September 11, 2002, the Infinity Austin stations provided solid news on a local level as the events unfolded and then interrupted regular programming to inform each station's listeners of significant situations that occurred and the effects on central Texas. Any time severe weather becomes a problem in the area, all four of the Austin station's can be depended upon to provide constant and current updates to their listening audiences.

### **KKMJ**

News and Public Service Director Madison Dumont provides two live local newscasts per hour from 6am-9am, Monday through Friday mornings. Each newscast includes local traffic and weather.

Every time there is a local weather emergency KKMJ-FM foregoes regular programming and goes live meteorologist Jim Spencer of KXAN-TV, the local NBC affiliate. During breaks in the information, calls are taken from listeners telling their own stories. Not only do the calls often times provide additional information, but they also seem to serve in calming fellow listeners. During Austin's last two snow-and-ice emergencies, the KKMJ-FM morning show host spent the night at the station in order to be able to broadcast any and all announcements pertaining to the weather the next morning.

### **KAMX**

KAMX-FM provides local traffic information three times per hour between 6am-9am, and twice per hour 4pm-6pm, Monday through Friday. KAMX-FM is the official radio partner of KXAN-TV for weather, and we give the "KXAN First Warning Weather Forecast" every hour from 10am until 8pm.

### **KJCE-AM**

KJCE-AM provides twelve, 2-minute local news updates Monday-Friday from 6am-7pm, and thirteen local “traffic & weather” reports between the hours of 6am-9am and 9am-3pm, Monday through Friday.

### **KOYT-FM**

KOYT-FM provides two local traffic updates per hour from 6am-9am, and from 4pm-6pm, Monday-Friday.

## ***Baltimore***

### **WQSR-FM**

WQSR-FM maintains its commitment to providing news and information 45 minutes a day, five times week and during times of emergency. WQSR-FM breaks during regular programming to provide EAS and AMBER Alerts, severe weather bulletins and news of interest to the station’s listeners. WQSR-FM also links to our sister television station WJZ-13 on our website.

### **WLIF-FM**

WLIF-FM does news updates on the half-hour every weekday from 5 am until 9 am. The news is typically 30% national and 70% local news coverage. If local news warrants, WLIF-FM will break into regular music programming to inform our listeners of what’s happening in their community. In September of 2003, Hurricane Isabel hit the Baltimore area. WLIF-FM had special news reports during that time. In the winter of 2004, news and closings broke into regular programming for a blizzard. School closings are read every fifteen minutes on the morning show. WLIF-FM uses Metrosource and, at times, sister station, WJZ-TV, as a source for its local newsgathering. When the State of Maryland enacts the AMBER Alert, WLIF-FM complies by running the alert as scheduled by the AMBER Alert procedures. WLIF-FM is also compliant with EAS alerts.

### **WWMX-FM**

In addition to running public service shows, WWMX-FM does the news at the top and bottom of every hour Mon-Friday from 5am-8:30am. During the morning show every week we run approximately 80 minutes of news. When the State of Maryland enacts the AMBER Alert, WWMX-FM complies by running the alert as scheduled by the AMBER Alert procedures. WWMX-FM is also compliant with EAS alerts. If local news warrants, WWMX-FM will break into regular music programming to inform listeners of breaking news. In September of 2003, Hurricane Isabel hit the Baltimore area. WWMX-FM had special news reports during that time. In the winter of 2004, news and closings broke

into regular programming for a major blizzard. School closings are read every fifteen minutes on the morning show. WWMX-FM uses Metrosource and, at times, sister station, WJZ-TV, as a source for its local newsgathering.

### **WXYV-FM**

WXYV-FM maintains its commitment to providing news and information 15 minutes a day, six times a week and during times of emergency. WXYV-FM breaks during regular programming to provide AMBER Alerts, severe weather bulletins and news of interest to the station's listeners. WXYV-FM also links to our sister television station WJZ-13 on our website.

### **WJFK-AM**

Although WJFK-AM does not carry traditional local news reports on a regular basis, the station does have the resources to relay vital news information at a moment's notice utilizing news reporters from our sister stations, WLIF-FM-FM, WQSR-FM, WWMX-FM-FM, and WJZ-TV. Any emergency notification / news programming has in the past and will in the future always be carried via reports from our sister stations. WJFK-AM does carry local sports news three times per hour from 6AM to 8PM, Monday through Friday, and on weekends when appropriate. WJFK-AM airs traffic reports between 6AM and 7:30PM, Monday through Friday. WJFK-AM carries weather reports concurrent with the traffic reports and will also advise listeners to any dangerous weather conditions that may arise 24 hours a day, seven days a week. WJFK-AM participates in the EAS and the Amber Alert systems.

### **WBGR-AM**

WBGR-AM accesses Metro Source for daily news, traffic and weather reports. WBGR-AM also announces church news daily. The station receives and sends EAS reports and makes announcements of closings in inclement weather or emergency. AMBER Alerts are broadcasted when released.

### **WBMD-AM**

WBMD-AM maintains its commitment to providing news and information during times of emergency. WBMD-AM monitors the EAS system and breaks during regular programming to provide AMBER Alerts, severe weather bulletins and news of interest to the stations' listeners. The station receives and sends EAS reports as required.

## ***Boston***

### **WBZ**

WBZ programs fourteen continuous hours of an all-news format each day. During the other ten hours WBZ programs issue oriented talk programs with listener call-ins. WBZ had gradually added more news to its program line up including expanding to the all-news format on weekends.

In addition to the call-in segments on WBZ's talk programs the station also programs 19 commentary segments each week.

"America's Missing: Broadcast Emergency Response" (AMBER) is a voluntary partnership between law-enforcement agencies and broadcasters to send out an emergency alert to the public when the life of an abducted child is endangered. WBZ Radio's Chief Engineer, Mark Manuelian, has been the driving force behind getting this vital service implemented here in Massachusetts and has volunteered his personal and professional time and technical equipment to facilitate this program. WBZ is the lead radio station in the Amber Alert chain and forwards the Amber Alert messages along to every other radio station in Massachusetts.

WBZ NewsRadio is New England's premier source for storm cancellations. Most of New England's students, parents, and businesses rely on the WBZ StormCenter for the very latest storm-related weather and traffic information as well as cancellations. WBZ can document involvement in this program as far back as 1946.

WBZ maintains a Internet web site that concentrates on news and information for its audience. The web site is also used to provide school-closing information on snowy days, and also provides free links to public service groups seeking publicity.

WBZ radio provides one-minute traffic reports every ten minutes to aid listeners with their commutes and everyday travel.

WBZ Radio provides weather forecasts six times per hour during the all-news format each day.

As the primary station in the Amber Alert chain WBZ Radio broadcast four Amber Alerts in 2004. One of the children recovered during one of the Amber Alerts was through the efforts of a listener to WBZ who, upon hearing the Alert, flagged down a police officer while following the suspect car as described on WBZ Radio during the Amber alert and subsequent newscasts.

WBZ provides extensive hurricane coverage during hurricane season because of the many people in the listening area with family and friends in Florida and other regions routinely affected by hurricane damage.

## **WODS**

WODS carries two newscasts per hour every morning between 5:30 and 9:00 hosted by our News and Public Affairs Director. Plus, we offer updates throughout the day on pertinent issues concerning Boston and its surrounding communities. In addition, we run an hour-long public affairs program called "Boston Outlook" every Sunday morning from 6 to 7am. This show covers local and regional issues including health, children, seniors, religion and politics. Recent guests have included representatives from the National Arthritis Foundation, the Jimmy Fund, Karen Kenney from the Melrose Chamber of Commerce, Weston Adams from the Samantha Harvest Organization for Downs Syndrome, Dr. Michelle Callahan, an expert in the area of women's health, plus many others. In addition, WODS runs PSAs throughout the week both on the air and on our website.

In the event of emergencies or special alerts, the station continues live updates throughout the day. All news reports are done by the station's own on-air personalities, who have a direct relationship with the station's listeners and are available for their feedback.

The station is a proud member of the new "Amber Alert" system and will break in at any time the system is activated to find lost or kidnapped children.

## **WBMX**

WBMX has illustrated its commitment to provide news & information in times of emergency in several ways in the past 2 years. During the devastating attacks of 9/11, WBMX actually halted all programming to carry a simulcast of its sister station WBZ-News radio. WBMX carried their feed for the entire day of the tragedy and provided news updates for several days after as well. During the War with Iraq, WBMX carried several daily updates from its TV partners at WBZ-TV 4, updating the local listeners on the most recent events in Iraq several times a day.

During any time of national emergency, station airstaff speaks directly with listeners, airing their comments and providing a forum for their feelings and emotions.

## **WZLX**

While WZLX is primarily known as a music station, it does cover news that matters to its audience. For example, the station interrupted regular programming for many hours following 9/11, added special news coverage for the Iraq war, and also adds several minutes of content for each show during weather-related emergencies.

WZLX is also a proud member of the new "Amber Alert" system and will break in at any time the system is activated to find lost or kidnapped children.

The station never "voice tracks" its air shifts so there is always someone live, in the

station, that's capable of updating the audience on anything urgent.

## ***Buffalo***

### **WBUF**

The station has a system set up in the winter called “Operation Snowflake” where it provides its listeners with up-to-the-minute information on weather, closings, delays, and traffic issues. The station breaks into programming with updates from Westwood One and its own local news departments, if the situation warrants.

### **WBLK**

Each weekday morning from 6 – 10am, the station’s morning show features local and national news for one minute at the top of every hour. In the event of a big story that may be relevant to the station’s audience, the station will broadcast that story as well at any given time during the day or night.

WBLK is also a member of the national Amber Plan, which alerts listeners of a missing child at a moment’s notice.

### **WECK**

In the event of a national or local emergency WECK adjusts its programming to reflect the needs of its listeners. The General Manager and Program Director have meetings throughout the year to keep the station’s emergency plan current. Morning host Dan Catone and Newsman Bob Hill adjust the morning programming to address the local need. The plan has been put into effect during snowstorms, the recent Northeast Blackout, and 9/11.

The Buffalo cluster also participates in the Amber Alert System to aid in the search for missing children.

### **WJYE**

In the event of a national or local emergency WJYE adjusts its programming to reflect the needs of its listeners. The General Manager and Program Director have meetings throughout the year to keep the station’s emergency plan current. The plan has been put into effect during snowstorms, the recent Northeast Blackout, and 9/11.

The station has conducted on-air interviews with the Mayor and County Executive about local emergencies, and, in the case of terrorism-related issues, the head of the local office of the FBI.

The Buffalo cluster also participates in the Amber Alert System to aid in the search for missing children.

### **WYRK**

WYRK has access to Metro Source for local/regional news and weather updates and constantly monitors their updates.

When severe weather hits, the station starts “Operation Snowflake.” Under “Operation Snowflake,” the station gives constant up-to-the-minute updates of closings, delays, weather and traffic updates. The station will run “Operation Snowflake” all day and night if needed.

### ***Charlotte***

### **WBAV**

WBAV provides live local and national news coverage, beginning at 5:00am on the Front Page with Beatrice Thompson. During the hour-long program, a live interview segment provides time for up-to-the-minute coverage of news and emergency information. For example, during school related weather events, the interview segment has been used to talk live with school officials and update school closings.

Changes in Homeland security efforts have afforded WBAV an opportunity to utilize connections with local homeland security chief Luther Fincher (the former Mecklenburg county fire Chief). Mr. Fincher provides WBAV with a source for timely information on security issues. Mr. Fincher has also been a guest on The Front Page, which is the number one in its demographic and in the market for its time period.

Throughout the day, WBAV provides news updates every half-hour beginning at 6:00 a.m. through 10:00 a.m. Afternoon news updates are broadcast hourly beginning at 2:50p.m. through afternoon drive time. In the event of breaking news, the station breaks in to regular programming to get the information to its listeners. Because of the news coverage provided through out the day, WBAV is able to meet the needs of its listeners for timely news and public information.

### **WNKS**

WNKS is a member of the Amber Alert System. When children are missing WNKS immediately issues an alert with a description of the child, the abductor and the vehicle. WNKS recently participated in an activation of the system, which helped save the life of a four-month-old Charlotte baby in September of 2003.

### **WPEG**

The No Limit Larry Morning show covers all local, state and national news stories.

WPEG is a member of the Amber Alert System. When children are missing WPEG

immediately issues an alert with a description of the child, the abductor and the vehicle. WPEG recently participated in an activation of the system, which helped save the life of a four-month-old Charlotte baby in September of 2003.

If there is an emergency such as a hurricane, tornado, snow or ice storm, WPEG-FM breaks into programming to alert Charlotte residents about where to go for help. Also, many schools and businesses call the station with its "Weather Code". This allows the station to announce closings, delays etc.

Earlier this year, the entire state of North Carolina experienced a major ice storm. Thousands were without power. WPEG-FM aired updates around the clock to let listeners know where they could go for shelter and safety.

The station also provides extensive news coverage informing its listeners of impending danger.

### **WSOC**

WSOC is a member of the Amber Alert System. When a child is missing WSOC immediately issues an alert with a description of the child, the abductor and the vehicle. WSOC recently participated in an activation of the system, which helped save the life of a four-month-old Charlotte baby in September of 2003.

WSOC has a fulltime local newsperson on staff to cover events of a local nature.

WSOC provides a local phone number where businesses and schools can call to announce closings. This allows WSOC to provide up to date closing announcements to its local listening audience.

WSOC runs local traffic reports daily to keep listeners up to date on road closings and accidents.

### **WKQC**

WKQC is a member of the Amber Alert System. When a child is missing WSOC immediately issues an alert with a description of the child, the abductor and the vehicle. WKQC recently participated in an activation of the system, which helped save the life of a four-month-old Charlotte baby in September of 2003.

WKQC provides a local phone number where businesses and schools can call to announce closings. This allows WKQC to provide up to date closing announcements to its local listening audience.

WKQC runs local traffic reports daily to keep listeners up to date on road closings and accidents.

## ***Chicago***

### **WBBM-AM**

WBBM is a 24-hour a day all-news station, all locally produced and originated (with the exception of the top of the hour CBS newscasts.) WBBM is the first choice of Chicagoans for emergency coverage providing wall-to-wall, commercial free coverage of breaking news, most-recently a hostage situation and multiple homicide on the Southside. In addition WBBM covered the enormous NYC/Cleveland/Detroit blackout and its impact on the Chicago area. WBBM-AM has ten (10) full time local reporters.

WBBM offers a "News-Tip Hotline" that is answered 24 hours a day and regularly contributes to the station's news effort. WBBM actively solicits "news tips" from listeners.

WBBM is a subscriber to the Emergency Closing Center, airing school closings during inclement weather.

WBBM broadcasts all Amber alerts and is a primary EAS station.

### **WCKG-FM**

As a local talk radio station, from 11AM - 7PM, WCKG has several off-air staff members dedicated to making sure that any local news or emergency is covered by the station.

### **WSCR-AM**

WSCR's Sports Desk is staffed 24-hours a day and WSCR takes phone calls from listeners on-air, 19 hours a day. WSCR is also an EAS monitoring station, and serves as an emergency back-up broadcast facility for all-news station WBBM-AM.

### **WUSN-FM**

WUSN does full news, traffic and weather reports and has a local meteorologist hired in case of weather emergencies.

### **WXRT-FM**

WXRT has a fulltime local newsperson on staff to cover events of a local nature.

## ***Cincinnati***

### **WAQZ**

With the exception of the overnight and occasional hours on weekends, WAQZ always has an employee in the studio answering calls. During the "2000 Cincinnati Riots",

WAQZ provided local residents with up-to-the-minute news and information to keep them apprised of the events as they unfolded.

WAQZ alerts its listeners of any flash flood and severe thunderstorm warnings that it receives via the national weather service and the EAS system. WAQZ offers traffic, sports and weathers updates during Morning and Afternoon Drive times. In addition, WAQZ informs listeners about local and national AMBER alerts to aid officials in the capture of child abductors.

### **WGRR**

WGRR has a live newscast at least 18 hours a day. The station's partnership with a local television station gives it a leading edge on breaking local news and an opportunity to present it regardless of time of day or day of the week. WGRR has a reputation for being the station with up-to-the-minute traffic for commuters and travelers, and the station's studio line gets many traffic tips in and on the air even before the ARTIMIS system reports it.

WGRR monitors the EAS systems to bring listeners the latest information on flash floods, thunderstorms and other severe weather situations. WGRR offers listeners up-to-date news information on an hourly basis. WGRR consistently informs listeners about the status of a local soldier who was captured in Iraq. In addition, WGRR informs listeners about local and national AMBER alerts to aid officials in the capture of child abductors.

### **WKRQ**

WKRQ alerts its listeners of any flash flood/tornado/severe thunderstorm warnings that it receives via the national weather service and the EAS system. The station is always ready to deliver any emergency news as it has a live disc jockey that takes calls from listeners and informs the listening audience of any emergency details it needs.

WKRQ works with a local television station to update listeners on the latest news and weather on an hourly basis during Morning Drive and Afternoon Drive. In addition, WKRQ informs listeners about local and national AMBER alerts to aid officials in the capture of child abductors.

### **WUBE**

WUBE monitors the EAS system to provide live, instant severe weather coverage during tornado, severe thunderstorm and flood watches and warnings. Hourly news updates are also provided throughout the day. The WUBE request line is manned 24 hours a day, 7 days a week with a live person to answer calls from listeners. In addition, WUBE informs listeners about local and national AMBER alerts to aid official in the capture of child abductors.

## ***Cleveland***

### **WDOK and WQAL**

WQAL provides regular news and information updates on a daily basis, twice each hour, Monday through Friday from 5:30am through 9:00am. All news is locally generated and delivered. In addition, local news and information is disseminated to the community during emergencies on WQAL.

WQAL provides weather and temperatures more than twice an hour during prime listening and updates for all National Weather Service watches and warnings. Local traffic and emergencies are handled through our partnership with Mike Stevens with Metro Traffic and Westwood One. Traffic is updated three times an hour between the hours of 5:30am and 9:00am and three times an hour between 3:00pm and 7:00pm. If an emergency presents itself outside of the prime rush hour(s), WQAL will break regular programming to update the audience.

WQAL is a participating station in both the EAS and Amber Alert notification systems as a monitoring station.

### **WDOK**

WDOK generates its news locally under the direction of News Director Jim McIntyre. News on WDOK is concentrated between the hours of 5:00am and 9:00am with 2 fully produced newscasts per hour. In addition, WDOK also commits a portion of its news to public service, and most newscasts include localized information on issues that affect the community.

WDOK is partnered with the local ABC television affiliate for ongoing weather and news updates. Weather and temperatures are given more than twice an hour during prime listening and updated for all National Weather Service watches and warnings. Local traffic and emergencies are handled through our partnership with Metro Traffic and Westwood One. Traffic is updated six times an hour between the hours of 6:00am and 9:00am and three times an hour between 3:00pm and 7:00pm. If an emergency presents itself outside of the prime rush hour(s), WDOK will break regular programming to update the audience.

WDOK is a participating station in both the EAS and Amber Alert notification systems as a monitoring station.

### **WNCX and WXTM**

Both stations are members of the Amber Alert System. Whenever a child is reported missing, the stations immediately issue an alert with a description of the child, the abductor, and the vehicle. This system was most recently used on the stations just a few months ago.

Listeners may reach jocks directly through studio lines and e-mail on both stations.

Local traffic reports are featured on WNCX and WXTM.

## ***Columbus***

### **WHOK**

WHOK provides live news, weather and traffic reports weekday mornings to inform the public of what is going on in the community and if any emergencies will affect them either at home or on the road.

WHOK is prepared to handle emergencies 24 hours a day with the assistance of the Emergency Alert System. WHOK has also established a special news phone line in which local businesses and schools can notify the station of any emergencies or closings.

The station also participates in the State of Ohio's child abduction alert program called "Amber Child Abduction Alert" to notify listeners if a child is assumed kidnapped. The Emergency Alert System will notify listeners when local law enforcement officials initiate the alert. Listeners will be able to hear a missing child report.

### **WLVQ**

WLVQ reports any local major accidents or city emergencies immediately. The station also features newscasts in morning drive, and hourly traffic reports in morning and afternoon drive.

WLVQ is a member of the "Amber Child Abduction Alert" system, designed to inform listeners when a child is reported missing or abducted. The system was just approved by the state of Ohio.

WLVQ has a school and business closing phone line to be used by schools and local businesses in the case of inclement weather, power outages, or other emergencies. WLVQ also informs listeners in the event of an emergency with the assistance of the Emergency Alert System.

### **WAZU**

WAZU is a member of the "Amber Child Abduction Alert" system, designed to inform listeners when a child is reported missing or abducted. The system was just approved by the state of Ohio.

WAZU also notifies listeners in the event of an emergency with the assistance of the Emergency Alert System.

## ***Dallas***

### **KJKK-FM(KRBV)**

KJKK is affiliated with sister station KRLD, as well as KTVT-TV in Dallas. We interrupt for breaking news that directly affects our listeners.

KJKK breaks in to programming to convey vital immediate information during inclement weather and local emergencies. Our responsibility as a local broadcaster is to use our frequency not only to entertain, but to inform, especially during emergencies. KJKK is also an active member of the Amber Alert system and we air Amber Alerts as a matter of policy.

KRBV-FM is extremely active in the club life and street scene in Dallas. It has to be. Its audience expects it to be out with them and the station takes a very active stance in this area. The station's club shows on Friday and Saturday nights originate from popular local clubs and often feature local or unsigned artists' songs in the mixes.

### **KLLI-FM**

KLLI, along with other North Texas broadcasters, was instrumental in developing the "Amber Alert" system. This system has now been adopted by many states and may soon have the backing of a federal program. The "Amber Alert" was created to aid law enforcement with abductions of children by broadcasting information on suspects, the victims, and descriptions of vehicles. The program has been phenomenally successful in aiding the safe return of numerous abducted children in North Texas.

### **KLUV-FM**

KLUV employs two fulltime news people; a high number for any music-intensive station. KLUV airs 7 daily local newscasts, Monday-Friday. Each cast is 5 minutes long. KLUV airs 2 daily national newscasts, Monday-Friday and 3 daily on weekends. KLUV's web site has links to various **local** news, sports and weather sources.

KLUV provides a local phone number where businesses and school administrators can announce closings due to inclement weather. This allows KLUV to respond instantly by airing these announcements and assisting local listeners.

KLUV is a member of the Amber Alert System. Whenever a child is reported missing, KLUV immediately issues an alert with a description of the child, the abductor, and the vehicle.

KLUV participates in EAS and AMBER plan, and also re-broadcasts severe weather warnings and watches. KLUV airs local traffic reports 13 times in morning drive and 6 times in afternoon drive.

### **KOAI-FM**

KOAI delivers local newscasts every half hour every weekday morning. We also report local traffic conditions 12 times every morning and 10 times each afternoon drive.

KOAI airs 30 local newscasts per week, and 110 traffic reports every week. News is 2% of our daily programming. We add newscasts whenever there is breaking news that affects us locally or when there is severe weather, or in the case of an Amber Alert.

KOAI is a member of the Amber Alert System. Whenever a child is reported missing, KOAI immediately issues an alert with a description of the child, the abductor, and the vehicle.

### **KRLD-AM**

KRLD was one of the focal stations in Dallas/Fort Worth in the development of the original "Amber Plan", the program that has proven successful in returning abducted children to their families. KRLD is one of the stations that originates the Amber Plan alerts in Dallas/Fort Worth. KRLD's General Manager, Jerry Bobo was a part of the team that developed the original Amber Plan that is now growing across the nation.

KRLD has devoted more resources than any other radio station (and more than some TV stations) to reporting news in North Texas. With a 21 person news staff (including the only full-time radio-only meteorologist in the Dallas/Fort Worth area), KRLD provides around-the-clock news coverage every day. During severe weather, KRLD interrupts regular programming to provide extensive detailed news coverage of the path of the storm and to alert listeners to impending danger.

DFW Airport celebrates 30th anniversary of operation. KRLD provided day-long coverage featuring interviews with airport and airline executives, and the mayors of Dallas and Fort Worth.

KRLD provided extensive coverage on the disappearance and death of former TCU professor Laura Crane. KRLD's efforts included on-scene reports from Oklahoma where the victim's body was found. KRLD also provided live coverage of the extradition from Oklahoma of the two people charged with her murder.

KRLD conducted a 30-minute in-studio interview, with John Walters, the director of the White House Office of National Drug Control Policy. Walters participated in the exclusive interview after attending a Dallas forum on drug enforcement in the nation's top-25 cities.

KRLD provided extensive live coverage on primary election day including the defeat of 10-term incumbent Dallas County Sheriff Jim Bowles. Our coverage included reports from several candidate "watch-parties."

KRLD provided multiple on-scene reports and follow-up's following the murder of four people in McKinney. Among the dead were two football players from McKinney North High School.

KRLD provided extensive coverage as the city of Dallas named its new police chief. Our coverage included airing David Kunkle's first news conference, and reaction to his hiring from various City Hall and community leaders.

KRLD provided extensive on-scene coverage of widespread damage from thunderstorms and flooding. At the height of a series of storms that hit early in the month, more than 500-thousand people lost electricity in Dallas-Fort Worth. Our coverage included numerous live reports from White Settlement where hundreds of homes were hit by high water. We also reported live from a Red Cross shelter set up for the homeless.

KRLD provided some of the area's first reports from the scene of a nearly day-long police stand-off in the parking lot of a Grand Prairie Wal-Mart. The standoff began after two police officers were shot. Our live coverage included reports from two hospitals where the officers were taken for treatment. One of the officers died from his wounds. The incident ended when police rushed the van and found the gunman dead of a self-inflicted gunshot wound.

KRLD provided extensive coverage of the drowning deaths of four people at the Fort Worth Water Gardens. The four victims had come to Fort Worth from the Chicago area to attend a church convention. Our coverage continued in the days following the tragedy, with multiple stories on the investigation into what caused the accident. We also aired special reports from our Chicago affiliate WBBM, on memorial services for the victims.

KRLD provided extensive coverage of a highway accident in Sherman, Texas that killed ten people and injured four others. In the days following the accident KRLD continued to cover the story with updates from the National Transportation Safety Board, the Texas Department of Transportation and the Sherman Police Department.

The evening of the first Presidential debate KRLD provided long-form programming featuring a pre-debate panel discussion/ call-in show. It involved news staff members Mike Rogers and BJ Austin and our political analyst Russ Verney. Our coverage also included live reports from Network correspondents from the debate site in Miami. KRLD then aired the full 90-minute debate and a post-debate discussion program.

KRLD plans extensive general election coverage featuring nearly wall-to-wall coverage from 7 p.m. to midnight, or later if races warrant.

Spring and late summer severe weather is commonplace in North Texas. With the only "radio only" full-time meteorologist in the market, KRLD provided extensive coverage of weather emergencies; frequently interrupting regularly scheduled programming to provide weather emergencies. It is not uncommon for KRLD to interrupt Texas Ranger baseball games with frequent weather advisories.

**KVIL-FM**

KVIL, Dallas airs 23 regularly scheduled newscasts each week. 80% of the content is local, and 100% of the content is locally relevant.

In addition, the station airs 130 regularly scheduled traffic reports weekly and 138 regularly scheduled weather reports.

KVIL airs the most comprehensive listings of local closings on the FM dial during inclement weather. KVIL is also an active member of the Amber Alert system.

## ***Denver***

### **KDJM**

KDJM employs a local news director reporting on local news and events every morning.

Denver mayoral and Colorado governor candidates are featured on KDJM's Jammin' Morning Show.

KDJM abandons regularly scheduled programming to provide minute-by-minute reporting when local and national events break. Examples include the Columbine shootings, the September 11<sup>th</sup> attacks and the 2003 Denver blizzard.

### **KIMN**

KIMN employs a local news director reporting on local news and events every morning.

Denver mayoral and Colorado governor candidates are featured on KIMN's Mix Morning Show.

KIMN abandons regularly scheduled programming to provide minute-by-minute reporting when local and national events break. Examples include the Columbine shootings, the September 11<sup>th</sup> attacks and the 2003 Denver blizzard.

### **KXKL**

KXKL management regularly attend community ascertainment meetings and address the issues raised there through weekly public affairs/interview programs.

KXKL broadcasts regularly scheduled local newscasts. Additionally, in times of local or national emergency, KXKL draws upon the resources of other available news organizations such as its sister TV station KCNC and/or Metro Traffic news reports. KXKL participates in the Amber Alert system, an effort to locate and recover abducted children.

## ***Detroit***

### **WKRK**

WKRK assisted the Hazel Park Police Dept. in spreading the word about raising funds for non-lethal weapons. Chief David Niedermeier visited the studio and explained how non-lethal weapons are a safer option for his officers and the public.

WKRK took a lead role in providing non-stop coverage and news information during the nation's worst blackout. WKRK provided necessary emergency information throughout the entire crisis.

WKRK provides local weather and traffic updates every fifteen minutes throughout the day.

WKRK airs a localized Dow Jones Money report 3X each day. This report provides stock and business information focused on the local business community.

When severe weather threatens metro Detroit, the station's talent will break away from local programming to provide weather updates.

Provides coverage and discussion of issues relevant to the Detroit area. Recent examples include:

- Reported that a slim majority of Michigan voters support a State Constitutional Amendment banning affirmative action – sought listener reaction.
- Local man faces charges of animal cruelty felony firearm counts after killing two pit bulls that repeatedly entered his yard - should he be convicted?
- Detroit Metro Airport will be “Color Coding” passengers based on criteria including age, destination, etc. Some passengers will be required to pass extra security or may have to talk to police – sought listener reaction.
- Reported that identity theft is spreading in Detroit – sought listeners experiences.
- Sought listener reaction regarding a local Detroit resident sentenced to thirty-months after being convicted of filing ninety false state tax returns.
- Sought listener reaction regarding plans for a drive-in movie theatre in the parking lot of the Silverdome.

### **WOMC**

WOMC provides live and local news twice per hour Monday- Friday 5:30am-9am. Traffic reports 4 times per hour 6am-9am and 3-7 pm or as major traffic problems develop. Weather reports at least 6 times per hour 6a-10a M-F and twice per hour the rest of the day. If major weather threatens our listening area we will break in with special weather reports. Our studios are capable of receiving weather, state, local and national emergencies via the Emergency Alert System. In case of a breaking news story our listeners are informed via our on air personalities.

### **WYCD**

WYCD provides local newscasts on the hour and half hour each weekday morning beginning with 5am and ending with 8:30am. WYCD airs 40 local newscasts each week. Roughly 70% of our news is local news. WYCD has added additional newscasts during special situations such as the attack on Iraq and the initial attack in Afghanistan to root out terrorists. We also added newscasts on the Sunday that the space shuttle Columbia was lost upon returning from space.

WYCD participates in the Amber Alert Program and in fact, just this morning (October 8, 2004) an alert was issued and we used it on the air frequently. WYCD airs tornado warnings and severe thunderstorm warnings as they are issued. WYCD provides frequent weather reports around the clock. WYCD provides frequent, regularly scheduled traffic reports between 5am and 9:30 each weekday morning and during afternoon drive from 3pm until 7pm. Additionally, WYCD air personalities keep a close eye on traffic on the Metro Traffic video monitor at all times and provide additional and frequent reports when a major artery is closed down. WYCD also provides timely school closing information when class is in session. When the area is hit with a major snowstorm our news department spends up to 35 minutes each hour updating traffic, weather and school closing information.

### **WVMV**

WVMV's top ten rated morning show offers "98 Second News" updates twice each hour, 5:30 a.m. - 8:00 a.m. plus Traffic and Weather every 15 minutes, 5:15 a.m. - 9:00 a.m., Monday through Friday. Then, to smooth out the station's listeners' afternoon commute, it offers traffic updates twice an hour between 4:00 p.m. and 6:15 p.m. WVMV offers hourly weather updates 24 hours a day, 7 days per week.

In the case of a local or national emergency, WVMV will abandon its regularly scheduled programming to notify its listeners. And if the situation warrants, WVMV will simulcast with its all news sister station, WWJ.

WVMV is a participant in the Amber Alert system.

### **WWJ**

WWJ is the only all-news station serving Southeast Michigan, and the 40-person staff is dedicated to getting it first AND being accurate.

WWJ's online publications, *Autobeat Daily*, *Autotech Daily*, and *The Great Lakes IT Report* provide key news and information daily to those communities of interest – information that is not available anywhere else. WWJ also publishes *Why the Detroit Region*, an economic development summary with the Detroit Regional Chamber, and *Your Biz*, an update for small business owners.

WWJ has also hosted major political debates in its conference room, including one of only two broadcast debates in the Detroit Mayoral election in 2001 and the Wayne County Executive candidates in 2002. In 2003, WWJ broadcast a town hall meeting on the Detroit Public Schools and aired a debate in late October with the Democratic candidates for President of the United States.

WWJ Newsradio 950's format is news and information, and every hour begins with a summary of national and an update on whatever is making news in Southeast Michigan. The station has six traffic and weather updates an hour around the clock, as well as two business updates an hour and two sports updates an hour.

The station prides itself on its responsiveness to breaking news, frequently abandoning the fixed format and scheduled commercials when there is a significant public need for information. By way of example, WWJ Newsradio 950 broadcast non-stop through the August power outage.

WWJ serves as the LP-2 for the Southeast Michigan Emergency Alert System and has regular discussions with the five county Emergency Operations Directors in its broadcast area. Discussions include ways of improving communications in times of emergency and meeting public needs in times of crisis.

WWJ Newsradio 950 also provides extensive school closing information both on the air and through its satellite web site, [www.schoolclosed.com](http://www.schoolclosed.com). The station also provides tips for surviving a Michigan winter through its web site [www.wintersurvivalguide.com](http://www.wintersurvivalguide.com). WWJ increases coverage for emergency weather situations, whether it's a spring thunderstorm, a fall storm, or a winter blizzard.

## ***Fresno***

### **KMJ**

KMJ broadcasts a three-hour morning news program and a two-hour afternoon news program every weekday covering news, traffic, weather, and sports.

KMJ broadcasts a two-hour morning news program every Saturday morning.

In addition to the considerable news coverage KMJ broadcasts, the station produces an online webpage providing coverage of local news stories.

## ***Greensboro***

### **Cluster**

Decisions on news coverage are made strictly on the local level at WSJS/WSML & WMFR. Our editorial decisions are based on a combined newsroom experience of 60+ years in the market, with heavy input from listeners. We live and work here, some of us most of our lives and take very seriously our responsibility to operate in the public interest.

The stations provide elections coverage for the area during primary and general elections. Our coverage on those evenings varies from in-depth reports on returns in area counties, to wall-to-wall coverage with talk segments and experts.

During the past year, WMFR went from morning drive news only, with recorded midday and afternoon updates, to live news updates through out the day, to better serve the community with the latest, up to date news and information.

### **WSJS/WSML**

WSJS/WSML is the only station in the Greensboro/Winston-Salem/High Point market to make a major commitment to providing local news information, with a staff of four full time and several part time employees. Our newscasts primarily provide news local to our core Metro and the surrounding counties, generated with our station news staff, with statewide news that seems appropriate to our listeners. Our news covers local events, emergencies, weather and other matters that would be of interest to our audience. During severe weather our newscasts primarily focus on the weather, the track of the storm, impact, tips and other information to alert and assist our listeners. Our newsroom is staffed from 4:00 a.m. to 6:30 p.m. during the week, with someone on call 24 hours a day to respond to any local news or emergency that might arise. WSJS/WSML airs 150 local newscasts a week – some 275 minutes or 4.5 hours of local news a week. 27 local newscasts are aired each weekday (a total of 52 minutes of local news each day). We air 8 local newscasts on Saturdays (a total of 15 minutes of local news. WSJS/WSML has received 74 awards for its news since 1983, 62 in the past decade alone. This past year alone, WSJS/WSML received over a half-dozen awards for its news. It was recognized for “Best Newscast” in the Carolinas, for a newscast that focused on a February ice storm, “Best Spot News” for coverage of the release of a Winston-Salem man after 20 years after being exonerated by DNA testing for a murder, and “Best Political/Election” for coverage of the November municipal elections. These awards were given by the Radio TV News Directors Association of the Carolinas, one of the nation’s largest

regional news organizations, and illustrate our commitment to news and information. Morning news anchor Smith Patterson was honored by the N-C Associated Press Broadcasters with its “Roy Hardee Award” for best individual cooperation, and News Director Bob Costner was named an “All-Star Contributor.”

### **WMFR**

WMFR is provided live news simulcasts by our news team, since it’s in the same Metro. Those run twice an hour from 6:00 a.m. to 9:00 a.m., then once an hour at the bottom of the hour, from 9:30 a.m. to 5:30 p.m. WMFR airs 130 local newscasts a week – some 130 minutes or 2.1 hours of local news a week. 16 local newscasts are aired each weekday (a total of 26 minutes of local news each day

- **Emergencies/Severe Weather**

WSJS/WSML & WMFR are an active participants of the Emergency Activation System, WSJS/WSML chooses to go beyond the requirements by activating for a wider range of counties, where severe weather may impact our listeners. The stations have staff on hand 24 hours a day, to immediately relay information about severe weather, storms, flooding, etc. to our audience. Our news department is on call 24 hours a day, to provide further coverage as warranted. During such situations, we frequently provide bulletins and break-ins, in addition to coverage during regular newscasts. Our News Director, Bob Costner, is an active member of the Forsyth County Local Emergency Planning Committee, to be more involved in preparations and informed during emergencies.

- **Closings**

WSJS/WSML & WMFR have a system in place to allow schools, government, businesses and others to call the station to provide information about closings because of inclement weather, which is relayed on air to assist our audience.

- **Traffic**

WSJS/WSML & WMFR report any local major accidents immediately, covering them during our newscasts. WSJS runs 23 traffic reports a day, produced locally by our staff, by gathering information through police and DOT calls, monitoring traffic cameras and with reporters in air and ground units. The station also has a dedicated “hot line” for listeners to report traffic problems. WMFR runs 17 traffic reports a day.

- **Weather**

WSJS/WSML airs weather forecasts twice an hour around the clock, provided by one of the world’s premiere forecasting services, Accuweather. During emergency situations we have live appearances by the forecasters, in addition to information broadcast during our newscasts, that may also include National Weather Service staff and others. Our morning man, Glen Scott, is a former Weatherman, providing additional expertise during

such situations. Our News Director, Bob Costner, is also a trained National Weather Service Spotter.

WMFR also provides forecasts around the clock, provided by Accuweather.

## ***Hartford***

### **WTIC(AM)**

WTIC-AM has a strong commitment to local news, weather, traffic and sports. The station has news anchors on duty twenty-four hours a day, seven days a week and features news updates every half-hour.

WTIC-AM maintains a news staff of six full-time and six-part time news employees and two full-time and two part-time meteorologists to provide custom weather forecasts.

WTIC-AM listeners can get in touch with the station by telephone, cellular phone, or email – not only through extensions from the main station switchboard, but through direct phone lines to the newsroom and a special cellular phone speed-dial number for traffic information.

WTIC-AM maintains phone lines to provide line-quality broadcasts from the Connecticut State Capitol and the state Armory, where the Office of Emergency Management is located.

WTIC-AM's station news vehicle is equipped with two-way radio, cellular telephone communications, an audio mixer and RPU feed capability on two frequencies to provide high-quality feeds from news locations.

WTIC-AM has an automated system with nearly 3,000 organizations, schools and businesses whereby they can report weather-related cancellations which are broadcast on air and posted on the station's website.

In 2004, WTIC-AM covered unprecedented, history-making events at the Connecticut Capitol, as the state's governor first denied, then admitted accepting gifts from state contractors and employees. The station carried both his annual "State of the State" address and his apology to state residents live. When the legislature began hearings into his conduct, we assigned our own reporter to each day of the hearings, to augment the coverage available to us from the state radio network. When the executive branch challenged the legislative branch's subpoena power in the case, we assigned a reporter to cover the judicial proceedings as well. And when the state's governor resigned, WTIC NewsTalk 1080 carried it live. We carried his successor's inaugural live. WTIC carried extensive interviews in our morning, mid-day and afternoon talk shows as the situation developed, including a special call-in show following the resignation speech, and the first extensive live interview with the state's new governor.

WTIC-AM has added eight portable hand-held broadcast units, to improve communications among reporters at the scene and between reporters and the studio in the event of local emergencies.

WTIC-AM won the 2004 Regional Radio-Television News Directors Association (RTNDA) award for spot news coverage, and the Connecticut Associated Press Broadcasters Association (CAPBA) awards for its coverage of the Greenwood Health Center fire. The news department also received awards for "Best Newscast," "Best Sportscast" and the "Mark Twain Award for Station Excellence from the CAPBA.

When a truck fire melted the pavement on a section of highway overpass, severing the critical north-south Interstate 95 connection, WTIC NewsTalk 1080 covered it from the beginning, with traffic advisories interrupting evening sports coverage beginning within minutes of the original traffic accident, and kept listeners updated about detours for this vital channel for commerce. Our talk shows carried interviews with state and local officials, including the governor, and with transportation industry spokesmen, about the effects.

In 2004, Connecticut's motor vehicle emissions testing program encountered a series of problems of concern to all state drivers. WTIC News covered stories involving problems in the program, the state decision to suspend testing, complaints by testing station operators, legal threats by the prime contractor, legislative discussion of ending the program, correction and trial of the testing software, and the ultimate decision to resume testing.

Though Connecticut does not allow cameras and microphones in most state court cases, WTIC assigned a reporter to cover each day of testimony at a landmark case involving a parent charged in connection with the suicide of her son.

When an ammonia leak at "Nature Country Farms" prompted evacuations in Ellington, WTIC news covered both the leak and the emergency shelters, and the WTIC morning show carried interviews on the public safety situation.

WTIC-AM produced and broadcast all five Connecticut gubernatorial debates in 2002.

WTIC-AM broadcast all of the Vote 2004 Presidential debates.

WTIC-AM highlighted the local gubernatorial races with interviews with the candidates.

WTIC-AM is a primary broadcaster for the Emergency Alert System and the Amber Alert program.

In November 2002, when an ice storm left 130,000 Connecticut residents without power, WTIC NewsTalk 1080 brought in extra news and weather staff for an expanded broadcast of the situation. As further preparation for future similar events, WTIC NewsTalk 1080 contacted local mayors, selectmen and emergency operations directors providing information on how they could contact the station in similar emergencies to

education the community.

In 2003, WTIC-AM produced a special report on the Blizzard of '78 – 25 years later. The broadcast featured interviews with present and former state employees as well as listeners covering that they remember about the event.

WTIC-AM abandons regularly scheduled programming to provide minute-by-minute reporting when local and national events break.

### **WTIC-FM**

WTIC-FM works closely with sister station's news department (WTIC-AM) with regard to local breaking news to broadcast to the public. 24 hours a day, 7 days a week an on-air personality is available to broadcast breaking local news to the public.

WTIC-FM is a primary broadcaster for the Emergency Alert System and the Amber Alert program.

### **WRCH**

In September 2003, WRCH received second place honors by the Connecticut Psychiatric Society in the 2003 media awards for its coverage of treatment opportunities available in Connecticut.

WRCH provides seven newscasts during the morning drive period, as well as newscasts at the noon hour and in the evening drive period and weekend mornings. As well, WRCH will abandon its regularly scheduled programming to provide news coverage of breaking events of importance to the Hartford community. WRCH responded to the state's first Amber Alert last month and in addition to re-broadcasting the alert, did news reports every 15 minutes with the vehicle description and license plate number. WRCH responded to the need for emergency blood donations for victims of hurricane Ivan and requested that listeners give blood to be shipped to the areas that need it the most. Every Spring WRCH warns listeners of the Connecticut River Flood stage.

WRCH provides reports for two local events. The Pilot Pen Tennis tournament and the Buick Championship golf tournament each year.

WRCH works closely with sister station's news department (WTIC-AM) with regard to local breaking news to broadcast to the public. 24 hours a day, 7 days a week an on-air personality is available to broadcast breaking local news to the public.

WRCH is a secondary broadcaster for the Emergency Alert System and the Amber Alert program.

### **WZMX**

WZMX abandons its regularly scheduled programming to provide news coverage of breaking events of importance to the Hartford community.

WZMX works closely with sister station's news department (WTIC-AM) with regard to local breaking news to broadcast to the public. 24 hours a day, 7 days a week an on-air personality is available to broadcast breaking local news to the public.

WZMX is a secondary broadcaster for the Emergency Alert System and the Amber Alert program.

## ***Houston***

### **KILT-AM**

KILT-AM participates in the Amber Alert System, as well as providing important weather information to its listeners.

### **KILT-FM**

Infinity Broadcasting's 100.3 KILT stands strong behind the belief that radio should serve their local communities. KILT utilizes its air waves, personalities and solid radio brand to garner community support for a cause, convey important messages and create a local voice for the entire Houston community. Whenever there is something of critical importance happening in the station's listening area, KILT-FM immediately adjusts its programming to reflect what's happening. It could be a major weather occurrence (Hurricane Ivan) with the station providing up to the minute reports each hour or a national disaster (Space Shuttle Tragedy of two years ago) airing local interviews with NASA and Listener Reactions to the Event. When Houston Speaks, KILT-FM Listens.

KILT-FM has a well-staffed News Department consisting of Texas Hall of Fame Inductees Robert B. McEntire and Jim Carola who have informed Houston Listeners for over 40 years with eight local newscasts each weekday. Any time there is an emergency or a late breaking story that affects anyone in its listening area, KILT-FM interrupts its regular programming to inform its listeners. Examples would again be the Space Shuttle Columbia tragedy of two years ago, the outbreak of the West Nile virus in the Houston Area (providing listeners with critical information on how to protect themselves), and any severe weather situations (providing up to the minute tracking of severe storms entering the entire listening area, such as the looming Hurricane Ivan earlier this summer).

### **KIKK-AM**

KIKK provides up to date traffic reports during morning and afternoon drive times.

### **KHJZ-FM**

KHJZ is a member of the Amber Alert System. Whenever a child is reported missing, KHJZ immediately issues an alert with a description of the child, the abductor, and the vehicle. This system has helped save several young lives to date. During the Columbia disaster two years ago, KHJZ aired many announcements regarding memorial services held in the community for the lost astronauts. In addition to the announcements, KHJZ broke from its regular music programming to air an hour-long memorial service in which President George W. Bush, a native Houstonian, spoke to the crowd who mourned our fallen heroes. After the memorial a special smooth jazz musical tribute was aired. KHJZ runs newscasts twice a hour each weekday morning between the hours of 5am and 8am and runs traffic four times a hour throughout the morning and afternoon.

## ***Kansas City***

### **KBEQ**

KBEQ has a dedicated/full time local news director that focuses on local new stories in daily morning show newscasts and is responsible for local interviews on the morning show.

KBEQ airs local newscasts five times per morning from 6am-9am, local traffic and weather information three times per hour 6am-9am, then local weather from 9am-12 midnight and anytime breaking information is warranted.

KBEQ's website is consistently linked to websites both local and national on topical news or fundraising events.

KBEQ consistently diverts local music programming in the event of any local emergency activity. When serious weather, traffic or local news warrants, KBEQ will move from regular programming to information programming. In the spring of 2004 we received many positive comments during storm coverage in the Kansas City area via phone calls and e-mail from listeners that had been positively affected. KBEQ airs traffic information in both drive times and whenever necessary to be of public service. KBEQ carries AMBER alerts and is a monitoring EAS station.

### **KFKF**

KFKF is part of the Kansas statewide Amber Alert system. News Director Randy Birch

and Chief Meteorologist Gary Lezak are on call 24/7 for news and weather emergencies. Because the station is live and local 24/7, KFKF is always prepared to take phone calls and break in with vital news and information.

### **KMXV**

KMXV and KSRC provide local news coverage through content providers AOL and Metro Networks. Local news broadcasts air at 5:45am with updates twice an hour until 8:30am.

### **KSRC**

KMXV and KSRC provide local news coverage through content providers AOL and Metro Networks. Local news broadcasts air at 5:45am with updates twice an hour until 8:30am.

## ***Las Vegas***

### **KMXB**

**Emergencies:** KMXB's Morning show broadcasts an hourly newscast if a crisis or important community event is taking place, and has access to the Mayor of the city and other public officials who can inform the community about the issues on an official level. In addition, in real emergencies, KMXB will add an hourly newscast throughout the day to keep office listeners updated on the situation as well as afternoon commuters. KMXB has had these emergency situations occur with flooding in the valley and severe house fires. On both occasions, the on air staff provided updates and took calls from local listeners trying to help the community keep abreast of the situation.

In emergency situations the station will break format in order to better serve the community. For example, during the Sept. 11th crisis, KMXB broke format, did not air commercials and sent jocks out to local blood banks and the Red Cross to help supply the community and the nation with needed blood and supplies. If the community has a local crisis, KMXB's morning show will remain on the air until the crisis has been taken care of or is at least under control. The station has also set up a charity called the Mark and Mercedes fund which is used to assist in local crisis situations.

KMXB participates in both AMBER and EAS alerts. AMBER alerts are primarily announced during our traffic breaks with numerous follow-ups by the on air personality. EAS alerts notify the public to flash flood warnings, as well as extreme heat conditions and heavy rains and thunderstorms.

**News:** KMXB's Morning show announces local news at least three times a morning,

more if there is a local crisis or issue. KMXB broadcasts approximately 15 newscasts per week, and approximately 25% of our non-music programming, outside of commercials, is dedicated to local news and information. The morning show has a page on the KMXB website which re-iterates local news and information of the day which was discussed on the air.

### **KMZQ**

**Emergencies:** Whenever the situation dictates, KMZQ breaks from music programming to provide current, relevant news and information to its listeners. KMZQ participates in both AMBER and EAS alerts. The most recent example was during the summer storms and flash floods in Las Vegas, when the station broke in to supply information about traffic problems, closed roads, and areas to avoid due to weather and water damage.

**News:** Like all other stations that are a part of Infinity Radio, KMZQ's News, Weather and Public Affairs programming are made on a local level. KMZQ also now has a local in-station News Director. (Corey Olson).

### **KLUC**

**Emergencies:** Whenever the situation dictates, KLUC breaks from music programming to provide current, relevant information to its listeners. The most recent example was during the recent flash floods in Las Vegas, when the station broke in to supply information about traffic problems, closed roads, and areas to avoid due to weather and water damage. The station also has a live personality in the studio on the phones 24/7.

### **KSFN and KXNT**

Both KXNT and KSFN bring the latest news and information in emergencies. During September 11th", the stations not only carried national coverage; but had reporters at the Hoover Dam, Nellis Air Force Base and on the Las Vegas Strip. Both stations interviewed Senator Harry Reid from Nevada. The Las Vegas Metro Police Department, a spokesperson from Nellis AFB, Mayor Oscar Goodman and other public officials. As the bombs began to fall in Iraq, KXNT was the first station to provide live coverage. KXNT and KSFN also provided reports for the recent flooding in the valley. The stations carried the mayor declaring a state of emergency and had reporters at the scene covering the damage.

### **KXTE**

KXTE has always broken in on regularly scheduled programming if there is a need for news or information to provide to the Las Vegas Valley. Whether it is an "oil spill" or relaying safety and traffic information or severe weather warnings, KXTE makes sure that it informs its listeners.

KXTE is the LP2 Radio Station in the Las Vegas Valley to assist local government

officials to provide information, instructions and assistance to the public in a time of crisis.

KXTE is the secondary station to send out Amber Alerts to the public if needed in regards to abducted or missing children.

## ***Los Angeles***

### **KFWB(AM)**

In case of emergency such as earthquake or wildfire, KFWB tells residents where to go for shelter, medical attention, financial support, etc. Many schools and businesses list KFWB as the place to turn for emergency information. During a recent brushfire, the Red Cross tuned radios in its offices and shelters to KFWB for the benefit of workers and residents.

KFWB provides invaluable information to residents who have family and friends in other countries facing disaster. During the recent Colima earthquake, bilingual KFWB reporters provided information to KFWB's Mexican-American community on the earthquake.

Year-round, KFWB airs reports to educate the public on how to deal with emergencies. In April, California's Emergency Preparedness Month, KFWB broadcasts special reports several times a day, every day, on emergency preparedness.

KFWB was the leading source of information on the California Energy Crisis. The station was the only media outlet in a position to broadcast specific warnings in advance of "rolling blackouts" and dispatch alerts to listeners in the station's e-mail base.

KFWB listeners get personal attention whether they call or email. KFWB's phones are open 24 hours a day, 7 days a week, and all letter and emails receive a personal reply (with copy to the public file).

KFWB also provided commercial-free news coverage in the initial hours of the war in Iraq, and regularly broke format to provide program-length coverage of military briefings, Presidential speeches, and Homeland security updates during the course of the war. All decisions on what programming to air, and when to eliminate commercials so as to maintain continuity, were made by station management (with no oversight from corporate). During the war, KFWB also provided special news reports to sister stations KRTH, KTWV and KLSX to ensure that listeners to those stations received the latest news updates on this ongoing story.

### **KRTH-FM**

KRTH is prepared to handle any Southern California emergency with the help of

KRTH's sister news outlets KNX and KFWB, plus the extra assets of KCBS and KCAL television.

The station participates in the local Emergency Alert System [EAS] and routinely runs the EAS Test to inform its listeners of what they can expect in the event of an actual emergency. The station also takes part in the statewide Amber Alert System and routinely responds with informative programming, in the aftermath of disasters like earthquake, fire, and terror attacks, with guests from local chapters of the American Red Cross, The Salvation Army and a number of local city and county fire/police departments.

### **KNX(AM)**

KNX has won more journalism awards than any other station, for its ability to inform listeners. The KNX Community Services department has gone a step further by setting up an emergency hotline where businesses and school districts can call for truthful information about street or school closures, or emergency evacuation plans. But in a crisis or an emergency, KNX is prepared to provide up-to-the minute coverage of local emergencies.

When two teenaged girls were kidnapped in mid-summer 2002, KNX frequently broadcast Amber Alerts in the pre-dawn hours and into morning drive. Police received numerous tips from drivers who recognized the car from Amber Alerts and the girls were rescued.

In the Northridge quake, KNX provided vital information to residents who were trying to get to loved ones in destroyed buildings. KNX also uncovered several stores gouging quake victims for such supplies as water and food. Several store owners were arrested. Not only did KNX offer assistance during the quake, it developed a quake checklist and has handed out millions of the brochures so people can prepare for the next temblor.

In the Laguna and Malibu fires, KNX provided information to homeowners trying to decide whether to stay in harm's way and protect their homes or evacuate. KNX kept people informed about Red Cross shelters, insurance information and tips on federal assistance.

A heart transplant patient waiting for the proper organ was vacationing near the Salton Sea. KNX announced a compatible heart had been found and began announcing it on the air. Within two hours, the patient had been located by other KNX listeners out in the middle of the desert. The patient was airlifted to the hospital and the transplant was successful.

KNX provides updates every six minutes on traffic and provides current information to listeners coping with emergencies such as brush fires, floods and earthquakes.

### **KTWV-FM**

KTWV updates the latest local and national headline news every 30 minutes during morning drive with 1-2 minute newscasts at top and bottom of each hour. KTWV also offers immediate “this just in” bulletins and updates as national and locally dangerous situations arise such as Southern California fires, earthquakes or other potential disasters. In the event of a major national concern or threat, KTWV relies on the help of sister station KWFB-AM for simulcasts of their more comprehensive news coverage. Also available to KTWV are the resources of sister television stations KCBS-TV and KCAL-TV.

## ***Memphis***

### **WMC-AM**

WMC-AM has always been quick to provide its listeners with breaking news in the form of both short and long form programming. The short comes at the top of the each hour and anytime the situation warrants that the station break in to regular programming. The station’s long form coverage has aired on several key occasions here in the community. WMC-AM were long form during the Ice storm of 94 that left thousands without power, the 9/11 attacks, coverage of the war in Iraq and most recently the huge storm that hit the city last July.

### **WMC-FM**

On July 22<sup>nd</sup> 2003 a devastating storm ripped thru the city. A large part of the Memphis was with out power for days and, for some, weeks. The radio station became the source for information to those in need. WMC provided regular coverage of the disaster. The station follows what goes on in the community closely and are ready to act should the need arise.

### **WMFS**

WMFS aired wall to wall coverage for the first six hours of the U.S. invasion of Iraq. Hourly updates followed for three weeks with immediate live coverage of breaking news throughout the period. News reports were anchored by local personalities and included information important to local military personnel and their families.

Following the July storm that left 350,000 Memphis residents without electricity, WMFS dedicated comprehensive segments of the broadcast day to vital storm recovery information.

WMFS is part of Tennessee Area Broadcasters Amber Alert program.

WMFS airs local news/traffic segments 5 times each weekday morning during the morning drive. Local traffic reports air two times each weekday, 11:30a – 1p, and six times each weekday afternoon, 3p – 7p.

## ***Minneapolis***

### **WCCO**

WCCO airs Public Service Announcements throughout the day. Community members are encouraged to send the station announcements or information on their upcoming event or their charitable cause.

When needed, WCCO partners with WCCO television in airing critical information to the public.

WCCO played a major role in launching Minnesota's Amber Alert system through meetings with the state Bureau of Criminal Apprehension and other involved agencies. WCCO is also the broadcast relay source for the Emergency Alert System (EAS) in Minnesota.

WCCO Radio regularly airs emergency announcements, such as school and business closings. The station's statewide local Government agencies have chosen to partner with WCCO Radio in airing emergency announcements (i.e. road closures, lost persons, weather emergencies, etc.).

### **WLTE**

WLTE airs Public Service Announcements throughout the day. Community members are encouraged to send the station announcements or information on their upcoming event or their charitable cause.

WLTE is part of the Amber Alert Radio System. This system helps to assist in local child abductions and has been used a few times in the last 6 months.

### **WXPT**

WXPT airs Public Service Announcements throughout the day. Community members are encouraged to send the station announcements or information on their upcoming event or their charitable cause.

WXPT is part of the Amber Alert Radio System. This system helps to assist in local child abductions and has been used a few times in the last 6 months.

### **KSNB**

KSNB airs Public Service Announcements throughout the day. Community members are encouraged to send the station announcements or information on their upcoming event or their charitable cause.

KSNB regularly breaks in to programming in cases of severe weather or breaking news. KSNB also carries the Amber Alerts.

## ***New York***

### **WFAN**

WFAN is an integral part of the Emergency Activation System (EAS) on both the national and local level as it is a primary station in the system. WFAN regularly broadcasts emergency weather reports (when needed).

### **WCBS(AM)**

WCBS devotes millions of dollars of resources to providing a 24-hour news product locally with a news staff of more than 75 people. The station has field reporters spread across the tri-state area providing listeners with local news. In addition, WCBS covers local business, local sports and local traffic and weather every hour around the clock.

The station participates in the Amber Alert system reporting immediately on any missing children. Once an alert is sounded, the station repeats the information frequently every hour in conjunction with consulting local law enforcement officials.

During local emergencies, the station provides wall-to-wall news programming on the emergency. The most recent example was the "black-out" of the east coast and New York Metropolitan area. The station dropped all commercials and other programming and focused completely on the emergency, providing residents with their only source of information, since electrical power was unavailable.

### **WCBS-FM**

WCBS-FM was instrumental in bringing news & information to its listeners during 9-11, as well as recent hurricanes and snowstorms. Mr.G, the station's weatherman has worked tirelessly when there is a weather concern to local residents. The station's News Department and Programming staff also kept the station operating during the Blackout in August.

The station is New York's FM Information Leader with more Newscasts than any other FM Music Station in New York City.

## ***Orlando***

### **WJHM**

WJHM has in the past and will continue to serve in this capacity. In the events of 9/11

WJHM provided info on different ways in which the community could help (i.e. donating blood, reaching out to relatives, etc.). In the events of past hurricanes, WJHM provided the local community with info on evacuation routes, school and office closings, etc. WJHM also has a weekly gospel show that airs Sunday mornings from 6:30-10am called "Inspirational Jamz". The host, Reverend Gary Chambers works closely with local churches and organizations by spreading the word of events, drives, etc.

### **WOCL**

When the Shuttle disaster occurred, WOCL switched to locally based news information programming to cover the event. As the Shuttle program is based in the station's area, this event had a very large impact on members of the community.

WOCL is always prepared to deal with severe weather and hurricanes. The station's plan includes broadcasting from remote locations to continue operations, and using local news information to assist the public.

### **WOMX**

Any time there is bad weather (hurricanes, etc) WOMX's relationship with FOX 35 assures that its listeners will always be up to date on any major changes, for better or worse, that affect the local area.

When the last space shuttle went down, WOMX aired updates three times an hour, stopping regular programming, as this was a huge story that really hit home here in Florida.

## ***Philadelphia***

### **WIP**

WIP has covered 9/11, the Iraqi War, and Hurricanes both on a national and local level. Reporters and weathercasters from sister station CBS 3 (KYW-TV) have been on to discuss these issues with the station's personalities. During these periods of time, the station changed its focus from sports to more pertinent issues of interest to the local community.

### **WYSP**

WYSP has the luxury of having KYW NEWS RADIO and CBS 3 in the same building allowing the station to utilize their news departments to cover news events/emergencies when they occur.

9/11 was a tragic time for all and WYSP was there serving the community by opening up the airwaves with the station talent along side credible news anchors from both sister

stations fielding calls from concerned listeners. Having this association lends credibility to very sensitive issues that concern the local listeners.

WYSP participates in the Amber Alert System getting information out to the station's listeners regarding missing children in an immediate fashion.

### **KYW**

KYW Newsradio is the most relied upon source in the market for information during emergencies and severe weather. In addition to coverage, the station has a comprehensive snow and school closing program that registers thousands of schools and non-profit organizations to have their status reported on-air during inclement weather without charge.

The station also participates in the Amber Alert program of notification when a child is abducted.

Two employees staff the KYW newsroom phones during all shifts. They can take information from listeners, refer listeners to city and community resources in an emergency, repeat information listeners may have missed hearing, as well as refer them to the KYW web site.

### **WOGL**

When it's appropriate WOGL will always suspend its normal music programming to provide the urgent information that the listeners need. Just a few weeks ago a tornado touched down in a small suburb within the station's listening area, and the station's news director immediately broke into WOGL regular programming to alert its listeners and to provide the necessary precautions to keep them out of harm's way. And should emergency personnel every need to reach the air studio, they'll find that there is always someone available to talk to them on the phone. The station is live and local all day and night long.

### **WPHT**

WPHT will interrupt syndicated programming when it feels it is necessary to be live and local. For example, WPHT took Dr. Laura off the air and went live and local following 9-11. Also, the station preempted syndicated programming on November 4<sup>th</sup> for Election Day coverage live from Center City Philadelphia.

## ***Phoenix***

### **KOOL-FM, KMLE-FM & KZON-FM**

In September 2003, severe gasoline shortages suddenly and unexpectedly hit Phoenix. The city's drivers were brought to a virtual standstill as hundreds of gasoline retailers

were forced to close their pumps. Panic buying ensued, accentuating the gravity of the situation.

KMLE, KOOL and KZON each broadcast regular updates on where gasoline was available for purchase. Listeners called on their cell phones from their cars when they found gasoline available: the station in turn relayed this information to its audiences.

This information was an integral component of KMLE, KOOL and KZON for the three worst days of the shortages. The public received timely and vital information where they needed it; when they were behind the wheel in search of hard to find gasoline.

In November 2002, KOOL (and KZON and KMLE) broadcasted the first Amber Alert message since the system went in place. Because a conscientious listener heard the message on KOOL, an Arizona child was returned home safely.

The story from the Arizona Republic newspaper follows:

***Child Abduction System Successful On Its First Try*** By Lindsey Collom, The Arizona Republic, Nov. 24, 2002

Fredrick Ruiz couldn't believe his eyes when the red truck crept into his right field of vision.

Moments before, Ruiz, a truck driver for Albertson's, was listening to KOOL-FM when a message from the state's Child Abduction Alert System boomed from the cab speakers in his semi. It said a 6-year-old girl had been abducted from her home in Bridgeport by her father Saturday morning and was likely headed toward Phoenix. The vehicle: a red Toyota extended cab pickup truck with a tool chest and tinted windows. Ruiz, 47, was driving through Wickenburg on U.S. 60 when he spotted the vehicle and matched the description and license plate.

"I said, 'Oh, my God, this is the truck they were looking for,' " said the Chandler man, who then called 911. "I got nervous when I saw that. I said, 'This can't be happening.' "

Law enforcement officials are calling the first use of the alert system a success after 6-year-old Emily Housley was returned unharmed a mere three hours after her abduction. Sheriff's Lt. James Jarrell of Yavapai County said Emily was taken around 8 a.m. Saturday when her father, James Housley Jr., 38, burst into the home she shared with her mother, Deana. James grabbed Emily and stormed out of the home, telling her mother she'd "never see her again," Jarrell added.

Housley completed a four-year sentence for theft in Maricopa County in August and was denied custodial rights.

Saturday was the first time the Arizona Child Abduction Alert System had been activated since its inception in the fall.

## ***Pittsburgh***

### **KDKA-AM**

The station's award-winning newsroom delivers the most listened to newscasts in the city. KDKA is one of the original stations helping to institute the Amber plan in Pennsylvania. It is the designated station in the 6 county region to report EAS information. KDKA focuses its news on local issues, traffic, weather & breaking news—providing information in times of trouble. One of its news reporters followed, on foot, a local war protest throughout town for nearly 3 hours to keep KDKA's listeners informed. The station conducts man-on-the-street interviews when necessary to get the pulse of what Pittsburghers think of a particular story. The station uses a system of checks-and-balances, discussing how it reports stories so it keeps its opinions and emotions out of the news and leave that to the station's talk show hosts. The station uses its website to list recall and other safety information so its listeners can read more about a story after it has aired.

### **WZPT-FM**

In addition to EAS, the Amber Alert System, and the National Wire Services, WZPT is prepared for a local or nation emergency with an experienced staff. To assist the staff, WZPT has prepared an "Emergency Information Binder" that is in the studio at all times. Inside the binder are emergency phone numbers, civil defense information, emergency websites, human service agencies, transportation information, hotline and crisis numbers, and government listings.

To supplement the information supplied in the studio, WZPT broadcasters can utilize local television, other local radio stations, and Internet connection as resources in case of an emergency.

For direct news coverage WZPT has a working arrangement with co-owned KDKA Television News and co-owned News Talk KDKA radio to provide WZPT with on the spot reporting for breaking news and emergencies. In addition, local and regional news coverage is directly available in the studio from Metro-Source News Network.

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## ***Portland***

### **KVMX**

KVMX reacted to the needs of September 11, 2001. The station also broke in as needed during the beginning phases of the War with Iraq in 2003. Based on where the station's listeners are in their daily activities, and what they need to hear, the station is able to break into its programming for needed changes.

Over the last few years, there have been some serious traffic situations that have called for extra traffic coverage and street closure information. The station has broken in to regularly scheduled programming when necessary. There have been wild fires and collisions that have needed extra attention, as well as school closures during inclement weather.

KVMX proudly participates in the Amber Alert program. The station has participated in two Amber Alerts in the Portland listening area in the last year.

The station has local hosts on all of its dayparts. The station's AM show has twice hourly newscasts that can expand and contract based on the news and needs of the day. The station is able to react all day to the news and needs of the community as they arise.

### **KLTH**

KLTH has a News Director with decades of radio news experience who is on call for all emergencies. The station participates in all local Amber Alerts. It also partners with pdxinfo.net, the network providing emergency school closure and other critical local information. KLTH is also a Metro Traffic and Metrosource affiliate.

While there have been few, if any, large-scale local emergencies since KLTH went on the air last year, the station takes its responsibility seriously to offer the up-to-date and accurate local news, weather and traffic information that its target audience wants to hear.

Listeners can reach KLTH through the studio lines, through the switchboard and through its website, klite.fm.

### **KUPL**

KUPL has strict guidelines in place in case of a national or local emergency. The talent on air will first air the information and then contact the PD. If the situation warrants, KUPL will break from regular programming and national or local news sources will be broadcast.

KUPL's policy is that it will broadcast all Amber Alerts as they happen and continue to give the information every thirty minutes for the first three hours and then once an hour until the Amber Alert is terminated.

### **KINK-FM**

KINK 's news department provides listeners with updates twice an hour during morning drive. At other times of the day, deejays on the air are always monitoring news sources. KINK is live 24 hours a day, 7 days a week. There is always someone in the control room, and if news breaks, the station reports it. KINK encourages listeners to call its studio phone to report news, traffic problems, weather emergencies and other local issues that will affect the lives of the listeners. There have been several recent instances where KINK 's news department has sprung into action to report to listeners. During recent anti-war protests, where activists blocked highways and bridges, KINK's news department was giving live on-air reports. The station also has reporters from KGW, Channel 8, in its building who will tip the station off to news stories so that it can get its news staff on the story.

KINK has several numbers listeners can call to be connected with programmers or on-air talent at the station and it has a news team to provide live coverage of local emergencies.

## **KUFO-FM AND KVMX-FM**

KUFO and KVMX mandate that in a local or national emergency, regular programming is dropped immediately and national news sources or feeds from local TV stations are used to get news and information to station listeners. Both stations have listener lines and comment lines for their audience to directly reach the station. These lines are answered during normal business hours.

### **Cluster**

On all stations in the Portland cluster, listeners may also reach jocks directly through studio lines and e-mail.

## ***Riverside***

### **KFRG, KXFG, and KVFG**

The K-Frog Stations News Dept. is on-call 24/7, not only during normal news broadcasts, but as the need arises. The K-Frog Stations are the first to air Amber Alerts, to keep their communities informed of wildfire evacuations and updates, breaking war coverage and most recently, the Gubernatorial Election results for the state of California.

KFRG is the Primary EAS Station for Riverside/San Bernardino.

In addition, during the war in Iraq, the K-Frog Stations established the “K-Frog Freedom Phone” to allow local military families to share and record their thoughts and messages to loved ones, that K-Frog aired on a regular basis during the first few weeks of the conflict.

### **KRAK**

National News is provided at the top of every hour, and local news is provided hourly as well, and as the need arises. KRAK has a news department available 24/7 for emergency situations.

### **KEZN**

Although KEZN’s news is mostly provided by Metro Networks, it is adamant about their leading with local stories and provide them with various Coachella Valley news sources, such as local newspaper and television links. In time of emergency, such as 9/11, the New York City blackout, as well as local catastrophe, the station always breaks away from regular music programming to not only inform its listeners, but also to console and refer them to local and readily available help and to alleviate any possible stress or trauma related to the event.

## ***Rochester***

### **WCMF**

After the September 11<sup>th</sup> attacks, WCMF-FM suspended normal music programming and broadcast continuous locally originated news and information. Additionally, the “Radio Free Wease” program remained on the air from 6:00am until 8:00pm on September 12, 13 and 14 to allow continuous talk programming where Rochester area listeners were able to participate in discussions and dissemination of information and opinion.

During the Ice Storm of 2003, WCMF-FM broadcast frequent updates on the availability of life sustaining supplies during the state of emergency.

### **WPXY**

After the September 11<sup>th</sup> attacks, WPXY-FM suspended normal music programming and broadcast continuous locally originated news and information until 7pm. WPXY continued to broadcast news and information updates in the weeks after September 11<sup>th</sup>.

During the Ice Storm of 2003, WPXY-FM broadcast frequent updates on the availability of life sustaining supplies during the state of emergency.

### **WRRM**

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## ***Sacramento***

### **KXOA-FM**

KXOA has chosen to be the Amber Alert station, in addition to its commitment to EAS

alerts. The station decided to carry any alerts in the greater Northern California, and it created an Amber Alert link on the station's website, to better assist the station's listeners to have immediate access to the emergency information at [www.937kxoa.com](http://www.937kxoa.com) (click on Amber Alert icon). The station has utilized this alert system twice since its inception late 2002, and on the second occasion, the abducted child was found within a few hours. The station not only aired the Amber report, but the station's live jock read the report back several times.

KXOA believes local action by the media can and does play a powerful role in emergency situations, and KXOA is one of the media outlets that acts in the best interests of the local community in quickly communicating major emergencies to the Sacramento area. If an emergency is urgent and requires KXOA to get local information out quickly, station announcers have been given local programming instructions to put that information on the air as quickly as possible, which may include interaction with listeners via phone calls, reaction calls, local eye witness reports, etc.

### **KYMX**

KYMX provides regular local news every half hour weekday mornings 6-8:30am. In the event of breaking news deemed urgent enough, the Mix News Director will provide additional news cut-in per the Program Director

KYMX provided additional news during the apprehension of Nicolai Soltys (a local mass murderer) and when the country went to war. Whenever there is a major occurrence, like a traffic accident or fire that affects thousands of Sacramento commuters, KYMX air personalities relay that information or it is provided by the News Director or Metro Source.

The News Director regularly takes phone calls from listeners and newsmakers alike.

### **KZZO**

KZZO considers local news of the utmost importance and does not restrict coverage to "morning drive", nor does it farm news out to syndication. News Director Marshall Phillips does numerous call-ins and field reports throughout the day when the situation warrants. In the past few months, KZZO has been reporting on the recall election, the Laci Peterson case, AMBER alerts and breaking news around the clock. As far as reporting emergencies, KZZO carries all EAS tests and alerts. These are augmented by reports from Marshall Phillips. One recent example: when the Sacramento area was ravaged by a series of powerful thunder and lightening storms on May 8<sup>th</sup>, 2003, Marshall covered the storms' paths and damage including advisories on how to stay safe and what roads to avoid.

### **KNCI-FM**

KNCI always uses the Emergency Alert System as directed, and it has been used recently

for area flooding information.

The station has successfully used the Amber Alert System, which is controlled by CHP locally. It has met with the local officials to discuss how to properly use "Amber Alert." KNCI, in conjunction with the CHP, carries every Amber Emergency Alert message that has direct significance to the Sacramento metro area.

KNCI worked with local and state energy officials to broadcast all local area "black-out" energy announcements.

The station reports any local major accidents immediately. KNCI features 27 daily local traffic reports.

KNCI has installed a toll-free "800" phone line for area listeners, which is often used to report news and emergency information. In addition, KNCI's local request lines are answered 24 hours a day, 7 days a week. Phone calls, mail, and e-mail can be directed to one of two people in KNCI's news department. In addition, listeners can reach the program director who does not screen phone calls. The station address for correspondence is broadcast and listed on the station's website.

KNCI provided live election night coverage for the October 7<sup>th</sup> re-call election in California.

### **KHTK(AM)**

KHTK is a member of the state's EAS system and broadcasts emergency alerts when they are presented through the system. It also broadcasts Amber Alert notices involving missing children around the state. As a CNN affiliate, the station goes to live breaking news from around the local region and around the world to keep its listeners informed.

## ***San Antonio***

### **KTSA**

KTSA-AM is San Antonio's only around-the-clock live and local radio station, covering news from a 24-hour newsroom and daily issues on four talk shows.

## ***San Diego***

### **KPLN and KYXY**

Although, neither KyXy nor KPLN employs large news organizations, both stations are committed, and fully prepared to go "wall to wall news/information" during a crisis or emergency situation, be it local or national in scope.

As a military town, any event involving our armed forces is of grave local concern. Both KyXy and KPLN frequently switched to long form news programming during the conflict in Iraq. In addition, both stations reacted instantly to national events that touched all San Diegans, including 9/11, and the Columbian disaster, as well as “break in” coverage of local stories like the Westerfield kidnapping/murder and trial.

On a lighter note, KyXy and KPLN are always broadcasting live when Naval ships return to San Diego, bringing our boys home.

## ***San Francisco***

### **KFRC**

KFRC’s News and information services include locally generated daily news, weather and traffic reports. The station’s personalities are constantly in contact with several news and weather sources, so as to be prepared for any emergency. As an example, KFRC provided a constant flow of information as the events of September 11, 2001 unfolded, and kept KFRC listeners up on all developments, while opening the phones to their calls in order to help calm the situation.

When emergencies occur, KFRC’s personalities open the phones and airwaves to listeners. Earthquakes are common in the San Francisco Bay Area, and KFRC breaks into regular programming as needed to inform listeners of any damage, road closings, blackouts or other problems that might occur when an earthquake or any other emergency strikes the Bay Area.

### **KITS-FM**

KITS avidly participates in the Amber Alert system and routinely addresses issues from Traffic, extreme weather, announcements from parents of missing children and even lost dog reports. KITS believes that besides being informative to its community, information content in many ways humanizes and compels an audience.

After the 9/11 tragedy, the station went to all news for approximately a week.

KITS request lines are open 24 hours a day, seven days a week. In addition, listeners can contact the station through live105.com. Everyone at the station will take a call from a listener. If the staff member who answers the call can't answer the listeners concern, he or she will direct the listener to the appropriate person.

### **KCBS**

KCBS is the Bay Area's primary Emergency Alert Station. As such, KCBS originates all local/state/federal government requests for activation of the Emergency Alert System. These include Amber (child abduction) Alerts, flood warnings, evacuation orders and

civil emergency notifications. Ed Cavagnaro, KCBS' director of news and programming, serves as the chairman of the Bay Area Region Local Emergency Communications Committee, which drafts and oversees the local plan for activation of the Emergency Alert System.

As the Bay Area's all news station, with full local coverage 24/7, KCBS provides more local news and information than any other broadcast operation in Northern California. During local and national emergencies, such as major earthquakes and the September 11 terrorist attacks, KCBS provides listeners with non-stop commercial-free or commercial-reduced coverage.

### **KLLC-FM**

In the event of a local emergency KLLC broadcasts information from sister station KCBS. Examples include local earthquake events and the news and the dissemination of information following the attacks of September 11.

## ***San Jose***

### **KBAA/KBAY**

KBAA programs a music-based format but nevertheless maintains a strong commitment to local news and information at all times, and particularly during local emergencies. KBAA employs a full time news director who focuses largely on local news during the station's regular morning show. During local emergencies, both the station's news director and its non-news, live local talent, gear up to keep the audience informed. Recent examples include California's electricity crisis and a multiple alarm fire at a new downtown shopping complex that snarled afternoon rush hour traffic and threatened nearby residences.

### **KEZR**

Although KEZR is primarily a pop music station, it is fully and locally staffed with live talent from 5:30 AM to midnight. No syndicated or voice tracked talent is used, and the station has a local live news talent on during morning drive time. In addition, all of the station's non-news talent have deep roots in the local community and are well qualified to provide coverage when local emergencies develop. Just one recent example of this is the devastating fire at San Jose's new Santana Row shopping mall. While this large development was under construction, a huge fire broke out, causing millions of dollars in damage and also forcing the evacuation of nearby homes and apartments that were damaged and causing already busy afternoon rush hour traffic to come to a halt. KEZR stopped the music and dedicated itself to ongoing live coverage until the immediate danger had passed.

## *Seattle*

### **KBKS**

KBKS provides regular news updates in morning drive and breaking news as it happens 24/7. The station has the resources of CNN to bring news on a national/world basis to its listeners. When major local emergencies happen, the station's staff rallies to provide immediate and continuous coverage. One example of this occurred after a major earthquake struck Seattle and the Puget Sound region in February of 2001. The morning show went back on the air to anchor continuous, commercial free local coverage. All airstaff participated for the bulk of the day, relaying reports on damage and casualties. A key component of the coverage was the constant input from listeners via phone on their personal experiences and eye witness accounts of the day.

### **KMPS**

KMPS & KYCW are very active with the local EAS program. The stations have been involved in testing for the Amber Alert System. Both stations have done live coverage of local earthquakes, flooding and disaster preparedness.

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### **KROI**

The three most recent emergencies that the station used the airwaves to offer timely help and information to its listeners was A) the recent Bremerton Earthquake, B) the 911 outage in Snohomish County and C) hourly updates when the country went to war in Iraq. With the community's large military population, listeners were always looking for up-to-the-minute information and services for their families in the area. The station was able to provide information as well as national and local news updates.

The station employs people to take calls from listeners Mon-Fri from 5am-12am and 24 hours a day on the weekends. The station keeps its listeners as up to date as possible when there's an emergency or matter of importance to the community.

### **KZOK**

KZOK-FM employs one full time local News Director and one part-time Public Service Director. The station's scheduled local newscasts are in morning drive Monday through Friday. The station's news director is on call at any time for major breaking local and national news stories. The station uses a variety of sources for local newsgathering including Internet real time services for news and traffic. The station also subscribes to all three major newspapers and several local periodicals. Because the station has a local news director, KZOK has covered live many local emergencies including the February 2001 Olympia earthquake, various major traffic accidents, local weather emergencies and local information of interest relating to the 9/11 Trade Center attacks. The station has also covered major non-emergency events of local interest including live reporting from concerts, sporting events, and news regarding local military concern. The station covered the return of the USS Lincoln upon its return from the gulf earlier this year. Each week the station produces a one-hour interview show airing Sunday morning, featuring local guests discussing issues of concern to Seattle residents. This show has in the past interviewed the Mayor, Police Chief and other local persons.

### **Cluster**

In late February 2001, Seattle experienced a major earthquake. All of Infinity's Seattle stations responded by providing local news and information to the community. Listeners provided eyewitness accounts and local emergency service representatives were featured on the air. Each station broke format to provide the best local news and information available. This is just one example of Infinity's commitment to provide timely, relevant news and information to the Seattle community in times of local emergency.

All Infinity Seattle stations have staff to answer local listeners phone calls both on air and off air.

### ***St. Louis***

#### **KEZK and KYKY**

The stations are equipped to provide emergency information around the clock in the event of a catastrophe. In the wake of 9/11 and the Iraq War, both KEZK and KYKY employed the resources of the Westwood One Radio Network and local news staffs to ensure timely, frequent delivery of capsule information to St. Louis listeners.

#### **KMOX**

KMOX News Director John Butler was instrumental in establishing the St. Louis Area Regional Abduction Alert Plan (S.A.R.A.A.) – similar to the nation-wide AMBER alert plan. KMOX is the lead radio station for activation of the SARAA alert.

KMOX Radio was the official radio sponsor of the Homeland Security from the Citizens'

Perspective Town Hall meeting. The initiative is designed to engage and connect citizens, businesses and government nation-wide to determine how best to anticipate events and deliver faultless protection and response to the American people. The meeting featured US Secretary for Homeland Security, Tom Ridge and St. Louis Mayor Francis Slay. KMOX broadcast the two-hour meeting live, commercial-free.

During inclement weather, KMOX announces closings and delays for schools, pre-schools, adult education, senior citizen and community organizations during Total Information AM and Total Information FM. There are currently over 650 organizations on the list who call in with their information. In addition, during all newscasts throughout the day, KMOX announces closings for any schools that close during the day and non-profit organization events that need to cancel.

## ***Tampa***

### **WRBQ**

WRBQ has always been a considered a full service radio station with news, weather and information that its audience needs always available to them. WRBQ features two newscasts per hour during morning drive and continue with a top of the hour update every hour until 7 P.M. The station has a full time meteorologist on staff to keep it updated on weather conditions, which in Florida can quickly get dangerous, due to the region's usual summer thunderstorms, not to mention the possibility of a hurricane. The station can break into regular programming anytime a news or weather emergency warrants it, not only during weekdays, but during weekend programming too.

The WRBQ public affairs effort is ongoing with weekly scheduled programs addressing the needs of the Bay area. From the station's Sunday morning shows to weekday features with various community leaders on air to address issues of importance, its listeners are encouraged to call with their views of the issues at hand. The station's programming philosophy is to do more than just play the music.

### **WQYK-AM**

WQYK-AM offers news, traffic and weather through its association with Metro.

### **WQYK-FM**

WQYK is a full-service radio station offering news, traffic and weather reports regularly throughout all dayparts with an extreme emphasis on providing listeners with detailed information during local and national emergencies. The station also has a full-time News Director and an in-house Traffic Reporter. WQYK utilizes the services of Metro for traffic and the chief meteorologist at the local CBS affiliate provides its weather information.

### **WSJT**

WSJT is a valued resource for news and information during times of crisis. Through its relationship with Metro News it can provide long-form coverage of breaking local, national or international news, when necessary. And it has an ongoing arrangement with Bay News 9, a local 24-hour television news channel, to provide important weather information in the event of a hurricane. WSJT has used reports from their meteorologists many times over the last two years as storms approached the station's area, representing a potential threat. Since the station studio is always manned, the station is available at all times to take calls from local listeners.

### **WLLD**

Due to the location of the station's property, WLLD is constantly out into the position of news and information provider. Between the months of June – October, Florida experiences the most intense of hurricane seasons. Providing information on flooded areas, incoming tropical storm paths, and preparation steps has become a standard. Unfortunately, following the tragedies of September 11<sup>th</sup>, WLLD became a news center for blood drives, charitable announcements, and dissemination of news highlights and information. WLLD joined forces with Operation Home front, where it hit the streets to collect items needed by the fighting men and women at war. The station also contacted military radio and received holiday wishes from local, enlisted personnel that were used to share their sentiment with family members that remained here. The station has continued to touch its local market during the anniversaries of that day, as well as continued the relationships with the organizations that it worked along with. The station's relationship has continued with Florida Blood Services, the American Red Cross.

### **WYUU**

WYUU offers news, traffic and weather through its association with Metro.

### ***Washington, D.C.***

### **WARW**

WARW distributes local news and information in a variety of ways. The station offers four newscasts each morning leading with local news. The station also incorporates traffic reports three times per hour in the morning to alert listeners of traffic congestion, accidents, gas leaks, fires and anything else that may affect their travel.

WARW participates in providing educational organizations a special number and code word to notify the station of school closings and delays.

WARW is a member of the Amber Alert System. The station immediately disseminates information regarding missing children along with descriptions of the child and abductor

as well as any vehicle used in the abduction.

In the event of a local or national emergency, WARW utilizes its resources with CNN radio to assist in alerting the DC Metro community. If warranted, WARW will simulcast local TV outlets to assist the community with information and alerts.

### **WJFK-FM**

On the night Hurricane Isabel pummeled the DC area, the Ron and Fez show devoted their entire nighttime show to coverage of the hurricane and acted as a conduit for listeners to call in and share their experiences with problems like power outages and food shortages. Instead of airing normal syndicated programming after the show, the station decided to air a special edition of "El Jefe's Hideout." Normally a Saturday night show, El Jefe continued to help the community get through the crisis by broadcasting vital information and allowing listeners to share experiences well into the night. Additionally, the station replaced its normal PSAs with hurricane specific ones during the time of Hurricane Isabel and her aftermath.

At the start of the latest War in Iraq, WJFK-FM brought in newsman Buzz Burbank to give its listeners the latest updates on the war and how it would affect local residents and families of the many service people involved in the conflict. The station preempted the Don and Mike Show and played a news feed in between Buzz segments. Ron and Fez also devoted copious amounts of time to the conflict in the Gulf, including preempting their show for Presidential addresses and other important matters.

WJFK-FM participates in the Amber Alert system.

### ***West Palm***

### **WEAT**

National and local news airs weekdays mornings, top and bottom of the hour, from 6 a.m. through 8:30 a.m. In addition to news, WEAT carries any late-breaking local or national news of an important nature. Examples in the past would be the destruction of the Discovery Spacecraft as it returned to earth; coverage of the breakout of war in IRAQ. During morning and afternoon drive times, the station utilizes Metro Traffic Services to keep the audience updated on South Florida's congested traffic flow. Additionally, the station has a direct partnership with the local ABC affiliate television station for any serious weather updates and simulcasts, i.e. hurricanes, flooding, tornado warnings, etc, as well as daily weather updates.

### **WIRK**

WIRK will pre-empt programming as needed for local emergencies. It has a hurricane plan for each and every hurricane season that it will implement for the public good if necessary. WIRK also pre-empted local programming when a tornado ripped through the local community. The station broadcast local shelter information, traffic and emergency

information and took calls from people who were offering to help and those who needed assistance.

WIRK airs Amber Alerts and emails those alerts to its listener database.  
WIRK is an active member of the E.A.S.

### **WPBZ**

In the event of an emergency, WPBZ is partnered with the local ABC TV affiliate to provide up-to-the-minute information to its community as to shelters, school closings, and other information of importance.

## **POLITICAL PROGRAMMING:**

### **Infinity Stations Facilitate Civic and Political Discourse**

#### ***Atlanta***

##### **WVEE**

WVEE conducted a city council presidential debate with all of the candidates running for the presidential office in the City of Atlanta. The debate was aired live on WVEE's morning show. All candidates were invited and participated, and feedback from WVEE listeners was tremendous. In addition, WVEE morning show and news anchors regularly analyze local and national political issues. WVEE news department has always done live calls from the political campaign headquarters for Atlanta mayoral candidates the evening of the election.

WVEE conducted a summer campaign in order to register 103,000 unregistered voters in the metro Atlanta area. WVEE hosted a minimum of three voter registration drives per week during Summer 2004. In September 2004, the Atlanta Journal and Constitution reported that the State of Georgia had a new record number of registered voters in the state.

##### **WAOK**

During the recent July Primary Election, WAOK aired debates featuring candidates running for the following offices: 4<sup>th</sup> District Congressional Seat, Atlanta City Council President, and Atlanta Supreme Court Judge.

WAOK talk show hosts examine local political issues, which feature interviews with community leaders on a regular basis. Both the Democratic and Republican National Conventions were covered on WAOK by correspondents for American Urban Radio Networks who called in on a daily basis to report convention events including interviews with local delegates attending each convention. In addition, both the morning and afternoon drive shows conducted interviews with local delegates who attended each convention.

WAOK promotes and reports on various voter registration drives through news reports and public service announcements. In addition, both the morning drive and afternoon drive programs had live broadcasts from voter registration drives sponsored by Rainbow Push and the Georgia Coalition for the People's Agenda.

WAOK used its website to promote voter registration drives each time it participated in a live broadcast to promote voter registration.

On the first Saturday of every month WAOK airs a special live town hall meeting with Rainbow Push hosted by Dr. Lorraine Jacques White.

WAOK has preempted regular programming in order to air several Presidential debates and Atlanta Press Club Debates. Examples include the following:

October 13, 2004 from 9 pm to 10:30 pm Voter Education- Presidential Debate  
Sen. John Kerry and President George W. Bush.

October 8, 2004 from 9 pm to 10:30 pm Voter Education-Presidential Debate Sen.  
John Kerry and President George W. Bush.

October 5, 2004 from 9 pm to 10:30 pm Voter Education-Vice-Presidential  
Debate Sen. John Edwards and Vice President Dick Cheney.

September 30, 2004 from 9 pm to 10:30 pm Voter Education-Presidential Debate  
Sen. John Kerry and President George W. Bush.

July 18, 2004 from Noon to 1 pm Voter Education- rebroadcast of Atlanta Press  
Club Debate for U.S. Representative District 4 featuring Democratic candidates.

July 18, 2004 from 1 pm to 2 pm Voter Education-rebroadcast of Atlanta Press  
Club Debate for U.S. Senate featuring Democratic candidates.

August 7, 2004 from Noon to 1 pm Voter Education-rebroadcast of Atlanta Press  
Club Debate for Atlanta City Council President.

### **WZGC**

WZGC actively participated in a Register to Vote Drive in September 2004. WZGC aired promotional announcements encouraging listeners to get on board to vote. WZGC also sponsored an all day event at local malls to facilitate registration and hosted online registration on its website.

### ***Boston***

### **WODS**

WODS has been constantly effective in encouraging its listeners to exercise their right to vote. WODS participated in a program in September 2004 that encouraged listeners to register to vote. WODS offered registration forms at various locations throughout the Boston area. WODS also ran PSAs voiced by Jennifer Aniston and Helen Hunt that encouraged women in particular to exercise their right to vote in the upcoming Presidential election.

## **WBZ**

WBZ aired every Presidential and Vice Presidential debate during the Presidential campaign season.

WBZ also carried five days and nights of programming originating from the 2004 Democratic National Convention in Boston. WBZ placed a staff of 22 people at the DNC site broadcasting from the DNC site for 7 hours each day during the four-day convention.

WBZ carried the keynote speech during the 2004 Republican National Convention located in New York. WBZ sent two reporters to New York to provide news and talk programming coverage of the RNC.

WBZ produces and broadcasts "Eye on Politics" four times each week. "Eye on Politics" is a series of political program segments that focus on the major political satires of the week.

WBZ will host a public round table discussion prior to the November 2004 election and will invite the listening public to participate. The topic will be American Global Security and the guests will be WBZ's David Brudnoy, ABC George Stephanopolis, U.S. Senator Joe Biden, U.S. Senator John McCain, and the Egyptian Ambassador to the United Nations.

## ***California***

### **Cluster**

Infinity's 36 radio stations in the State of California will provide each legally qualified candidate for governor with the opportunity to answer a question posed to all of the candidates regarding why they would be the best governor for the State of California. KRTH's GM will send each candidate a letter on behalf of all 36 Infinity California stations. The letter will invite each candidate to send in a sixty (:60) second taped response to the question posed to all candidates by a specified date. Each participating candidate's tape will air one time before the election during the daypart each individual station chooses.

Infinity California stations also plan on airing advertising from third party organizations related to the governor race. In addition stations will provide coverage of this election through other means, including but not limited to, newscasts, regularly scheduled news interview programs, and news documentaries. KCBS(AM), KNX(AM), and KFWB(AM) plan to air extensive coverage of this race through unique and creative programming.

## ***Charlotte***

### **Cluster**

The stations broadcast local debates for judicial bench positions on the 2004 ballot. The cluster's Public Affairs Director interviewed all of the 2004 judicial bench candidates for educational purposes, discussing with them voter registration and issues within the local judicial system. The stations also encouraged voter registration, interviewed Carolina Panther Brandon Short on the subject, and executed promotional events aimed at registering Charlotte citizens to vote.

## ***Chicago***

### **WBBM**

WBBM sponsored and aired debates between the Democratic, then Republican Gubernatorial candidates. WBBM also sponsored and aired a debate between the Republican and Democratic U.S. nominees. WBBM regularly presents long-form, live coverage of election campaign debates. WBBM carried all three Presidential Debates and the Vice Presidential Debate.

## ***Cincinnati***

### **Cluster**

Each station interviewed candidates, Fannon Rucker and Joe Deter, who are both vying for Hamilton County Prosecutor in the upcoming election. WAQZ, WGRR, WKRR and WUBE invited a member from the League of Women Voters to speak on its Public Affairs show to provide a non-partisan view of the 2004 election. With the help of the League of Women Voters, the stations educated listeners on absentee voting and voter registration.

Throughout election night, each station updates listeners on the results of vital races. In addition the stations supported an organization called Register American by registered listeners to vote at several events throughout the city. WAQZ, WGRR, WKRR and WUBE offered a link through each station's website to Register American.

## ***Cleveland***

### **WQAL**

WQAL held several voter registration promotions in partnership with the Infinity Broadcasting initiative "Vote America". Voter registration cards were picked up at the local county board of elections and distributed at station events like concerts and movie premieres. Voter registration information and links to registration forms were featured on the station's website.

## **WDOK**

WDOK invests public affairs programming time to issues relevant to the community. WDOK applied for press credentials for the recent Vice Presidential debate held on the campus of Case Western Reserve University. WDOK held several voter registration promotions in partnership with the Infinity Broadcasting initiative “Vote America”. Voter registration cards were picked up at the local county board of elections and distributed at station events like concerts and movie premieres. Voter registration information and links to registration forms were featured on the station’s website.

## ***Columbus***

### **Cluster**

WHOK, WLVQ and WAZU featured several political topics aired on the locally produced program, “Focus on Central Ohio.” The following topics were discussed with various city and state leaders: Senate Bill 81, proposal to mandate physical education in state schools; Senate Bill 281, capping non-economic malpractice damages; Senate Bill 170, the state-level ban on assault weapons; American Coming Together, job losses in Ohio, The Dewine-Kennedy FDA bill and the proposed smoking ban in local suburbs.

WHOK, WLVQ and WAZU went to a variety of locations to promote and encourage voter registration for the November election. The stations also signed up hundreds of non-registered voters in the drive.

## ***Dallas***

### **KRLD**

KRLD provided long-form programming featuring a pre-debate panel discussion/call-in show on the night of the first Presidential debate. The program involved news staff members Mike Rogers and BJ Austin and KRLD political analyst Russ Verney. The coverage also included live reports from Network correspondents from the debate site in Miami. KRLD then aired the full 90-minute debate and a post-debate discussion program.

KRLD plans to air extensive general election coverage featuring nearly wall-to-wall coverage from 7 p.m. to midnight, or later if races warrant.

## ***Greensboro***

### **Cluster**

The stations co-sponsored a number of candidate forums with civic organizations. In addition, the stations promoted all known forums on the air and on the stations' on-line events calendar listings. Station personnel acted as moderators for a number of these events around the region.

Each station's news show covers local, state, and national races, with a heavy emphasis on the candidates in the core counties of Forsyth, Guilford and Alamance, along with statewide races, U-S Congress and Senate races and the Presidential race. Over the course of a campaign, the stations provide overviews of the races, candidates and issues. In addition, the stations provided long-form coverage of elections returns during the July 20<sup>th</sup> Primary Election and August 17<sup>th</sup> 2<sup>nd</sup> Runoff Primary in North Carolina.

WSJS, WSML and WMFR News won first place for "Best Political/Election" coverage for the November municipal elections, from the Radio TV News Directors Association of the Carolinas, one of the nation's largest regional news organizations.

WSJS, WSML and WMFR News covered, among others, the heavily contested 5<sup>th</sup> District U-S Congressional race this year. Eleven candidates ran in the primary; 2 Democrats and 9 Republicans. Over the course of the filing season the news departments reported on the candidates' entries into the race, provided overviews of the candidates, and covered the campaigns. The stations interviewed candidates, party officials and political science professors to give listeners as much information as possible about the candidates, their stances, and add perspective and analysis to the campaigns. This was probably the most contested area race in years. The stations also provided twice an hour updates of elections returns and interviews with the winners and losers during the July 20<sup>th</sup> Primary and August 17<sup>th</sup> Runoff Primary.

WSJS, WSML and WMFR recently concluded a voter registration drive from September 1 through October 8. The stations attended several dozen events with voter registration forms, ran a series of station promos encouraging people to become informed and register to vote. Official voter registration forms were made available at all station events as well as at the studios, office locations and on line at wsjs.com and wmfr.com.

The Mike Fenley show did a three-hour program featuring Kathy Chastain Cooper, director of the Forsyth County Board of Elections, that dealt with questions regarding voter registration, absentee voting, early voting, voter rights and how the polls operated.

WSJS and WSML offered candidates for all contested races in the 2004 election cycle at least one hour of free airtime on The Mike Fenley Show, which airs from 3 PM to 6PM. A great number of candidates from the Republican, Democratic, and Libertarian Party accepted the invitation and appeared on the show. The program featured in depth interviews with all candidates in the hotly contested race for the 5<sup>th</sup> Congressional

district. Each of the ten candidates appeared at least twice, for a period of three hours of call in questions. Candidates for North Carolina Governor have also appeared. There have been a number of programs featuring candidates for the NC Legislature. The station has provided no less than 75 hours of free airtime for candidates in the current election cycle.

WSJS and WMFR participated in the above mentioned voter registration drives. On WSJS.com, the Mike Fenley Show page lists a synopsis of all candidate interviews, and provides links to candidate websites and websites of organizations like the North Carolina Board of Elections, The Federal Elections Commission, and the sites of the political parties active in North Carolina.

### ***Hartford***

#### **WTIC-AM**

WTIC-AM produced and aired all five Connecticut gubernatorial debates in 2002. The station also aired all of the Vote 2004 Presidential debates. In addition, WTIC-AM highlighted the local gubernatorial races and interviewed the candidates.

### ***Las Vegas***

#### **Cluster**

The Infinity Las Vegas stations helped out with voter registration awareness by encouraging its listeners to register to vote in the Presidential election.

#### **KXTE**

KXTE ran a week worth of promos telling the audience where to go to pick up a voter registration form, as well as, providing a link on its website where people could go and download the voter registration form. KXTE also held three (3) Rock the Vote concerts with Del Taco and a few local bands to try get our audience registered to vote.

### ***Los Angeles***

#### **KRTH**

KRTH makes airtime available to candidates for office and proponents of ballot measures on an equitable basis. The station covers local campaign and convention events in breaking newscasts.

KRTH also takes an active interest in encouraging listeners to get involved in the electoral process, making them aware of important dates and deadlines for voter registration through News and Public Service Announcements.

The KRTH website contains information about the 2004 general election and has a link to the Register America Campaign website where listeners are encouraged to log on and register to vote. KRTH is also offering listeners the opportunity to get registered to vote onsite at local promotional events.

## ***Memphis***

### **Cluster**

WMC-AM, WMC-FM and WMFS actively promote voter registration in 2004 with on-air promos and downloadable registration forms on the station websites. In September 2004, all three stations participated in Infinity's initiative "Registers America", beginning with a registration booth at the Germantown Festival, September 4-5, and culminating with an event on September 14, 2004.

### **WMFS**

Since the October 2, 2004 deadline to register to vote in the upcoming presidential election, WMFS aired daily promos reminding registered voters to go to the polls on November 2.

## ***New York***

### **WNEW**

WNEW-FM ran announcements on September 14, 2004 as part of Infinity's initiative "Registers America", to encourage listeners to go to the station's website to click on a link for information on how to register. In addition, the station tied in with a client, AT&T, to get people to register to vote. The Mix street team went to the AT&T store in Midtown Manhattan at lunchtime to register voters. Over 150 people received a registration form during the event.

## ***Pittsburgh***

### **KDKA-AM**

KDKA broadcasted from a local brewery hospitality area and invited an equal number of representatives from both the area Democratic and Republican parties, plus a representative sample of undecided voters. KDKA talk show hosts with differing views moderated the before and after show built around the Third Presidential Debate of the 2004 election cycle. Attendees were encouraged to debate topics, personalities and rate the performance of the candidates.

KDKA routinely airs live reports from CNN and CBS' political analysts and shares a local political reporter with sister station KDKA-TV. KDKA also has a presence at both political party national conventions

### **Cluster**

The Stations participated in Infinity's initiative "Registers America" by holding a remote appearance at a local restaurant and inviting listeners to come down to pick up a registration form. Each station put the voters registration form on the station's website.

## ***San Francisco***

### **KCBS**

Political news and special event programming is a major component of the KCBS format. Politics is a staple of the station's regular local and national news coverage. In addition, KCBS produces special reports on campaign issues, candidates, and state and local propositions. For example, KCBS produced 14 special reports as a prelude to the November 2004 national, state and local election.

KCBS also provided live broadcasts of all three Presidential debates and the Vice Presidential debate in September and October 2004. KCBS is a sponsor of the planned U.S. Senate debate between Barbara Boxer and Bill Jones, which will air live on KCBS in October.

### **KLLC/KITS**

During the 2004 Presidential Election, the stations interviewed Green Party Candidate David Cobb and Libertarian Candidate Michael Badnarik separately. The interviews averaged about 30 minutes each.

During the Gubernatorial Recall in 2003, 14 qualified candidates for the office appeared on each station. The interviews averaged about 15 minutes in length. All candidates who responded positively to the invitations were interviewed. In addition, during the 2003 mayoral campaign in San Francisco, all 9 candidates appeared on each station for interviews. The interviews averaged 20 minutes in length.

During the 2002 California Gubernatorial race Green Candidate Peter Camejo appeared on the stations.

## ***St. Louis***

### **KMOX**

KMOX was the radio sponsor for the Missouri Primary Gubernatorial Debate between incumbent Bob Holden and Claire McCaskill.

KMOX interviewed and/or had political debates on the Charles Brennan Show in which 11 political candidates participated.

Claire McCaskill – Democratic Primary Candidate for Missouri Governor (and again after she won the Primary)

Bob Holden – Democratic Primary Candidate for Missouri Governor

Dennis Hancock – Republican Primary Candidate for County Executive

Gene McNary – Republican Primary Candidate for County Executive

Kurt Odenwald – Republican Primary Candidate for County Executive

Barak Obama, Illinois Democratic Senatorial Candidate

Alan Keyes, Illinois Republican Senatorial Candidate

Charles Dooley – Democratic Candidate for County Executive

Gene McNary – Republican Candidate for County Executive

Claire McCaskill – Democratic Candidate for Missouri Governor

Matt Blunt – Republican Candidate for Missouri Governor

US Senate candidates Christopher “Kit” Bond and Nancy Farmer were invited to debate on KMOX, but declined.

KMOX supported Infinity’s Initiative “Registers America” by holding a voter registration drive at the Daniel Boone Branch of the St. Louis County Library. KMOX’s radio personality did live call-ins from the event and had life size cardboard cutouts of President Bush and Senator John Kerry for photo opportunities. KMOX distributed 200 voter registration instruction packets and forms and ultimately registered 30 new voters. KMOX also distributed over 500 voter registration packets at the St. Louis Art Fair.

During the political season, the KMOX news department prepares a complete rundown of the candidates, their parties, and the issues which is displayed on the KMOX website.

On election night, KMOX has reporters at all of the local candidate campaign headquarters.

### **KEZK**

KEZK supported Infinity's initiative "Registers America" by holding a voter registration drive at the Daniel Boone Branch of the St. Louis County Library. Several KEZK Air Personalities did live call-ins from the event and had life size cardboard cutouts of President Bush and Senator John Kerry for photo opportunities. KEZK distributed 200 voter registration instruction packets and forms and ultimately registered 30 new voters.